

BULKY DOCUMENTS

(exceeds 300 pages)

Proceeding/Serial No: 9125615

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Title: University of South Carolina

V.

University of South Carolina

Part 9 of 9

University of Southern California

Graphic Identity Program

▶ PRINT ▶ WEB ▶ STATIONERY ▶ PRODUCTS ▶ PRESENTATIONS

About the USC Graphic Identity Program

The USC Logo and various other "marks" have been specifically designed to convey the unique qualities of the University of Southern California. Along with the official university colors and recommended typefaces, these graphic elements create awareness, recognition and loyalty in the USC brand. These marks are the exclusive property of USC, and their use is protected by law.

The USC Graphic Identity Program grew out of a study commissioned by the Board of Trustees in 1994. They recognized that the university's graphic identity had become confused and unfocused. President Steven B. Sample wrote at the time, that "we have forfeited the synergy that comes from building recognition from a strong central identity; have failed to realize the profits from marketing revenue that go to universities that have a more disciplined approach; and have been unable to develop our name recognition internationally as fully as we might."

The basic system was developed by one of the world's foremost graphic identity consulting firms, Bass Yager and Associates, after extensive consultation with faculty, students, deans and directors, vice presidents, alumni and trustees. It was formally adopted by the Board of Trustees in 1995 and introduced to the campuses in January 1996.

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University of Southern California

Graphic Identity Program

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Print

Academic Marks

- ☐ USC Logo
- ☐ USC Monogram
- ☐ University Seal
- ☐ Combinations
- ☐ Customizable Combinations
- ☐ School Logos

Spirit Marks

- ☐ Trojan Head
- ☐ USC Block Letters
- ☐ USC Block Letter Combinations
- ☐ Fight On!
- ☐ Traveler
- ☐ Traveler Combinations
- ☐ Trojan Marching Band Head
- ☐ Athletic Marks

125th Anniversary Marks

- ☐ Vertical
- ☐ Horizontal
- ☐ Square
- ☐ Rectangle
- ☐ Triptych

Colors and Typefaces

- ☐ Incorrect Usage
- ☐ Purchase Fonts

Contact Us

Print

Specific graphic elements, colors and typefaces were designed to create awareness, recognition and loyalty for the USC brand. These elements give USC's documents and print publications a unique and coherent appearance.

Academic Marks

The USC Logo, USC Monogram and University Seal are used for print materials related to the academic mission of the university. The USC Logo is the primary identifier for USC; the USC Monogram is the "shorthand" identifier; and the University Seal is the imprimatur of USC. These three graphic elements are the most formal of all the university marks and should be used to communicate the integrity and tradition of the University of Southern California.

Spirit Marks

The Trojan Head, USC Block Letters and other informal Spirit Marks are used to communicate school spirit. Both formal and informal marks are the exclusive property of the University of Southern California, and their use is protected by law. All USC marks must be reproduced from official artwork.

USC 125th Anniversary Marks

The USC 125th Anniversary marks are used to indicate that an event, program, publication, etc. is part of the university's anniversary program. On official university publications, the 125th Anniversary Mark is used as a secondary mark to the official academic marks of the university/school/department. Please visit the [USC 125th Anniversary website](#) for additional information or usage guidelines.

USC Colors and Typefaces

Color and typography play an integral role in USC's graphic identity. USC Cardinal and USC Gold are synonymous with the university. The fonts, Caslon and Frutiger, express the classical, academic and collegiate qualities of the university's unique identity.

Using the Downloadable files

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All USC marks are provided in EPS formats. Adobe Photoshop, and any other graphics program that can work with EPS files, can be used to resize

these logos as needed.

You can insert any of the downloadable marks into a Word document. For directions, see How to add an image file to a Word document.

If you would like to add USC marks to a Powerpoint presentation, you will find some preformatted Powerpoint templates at <http://www.usc.edu/identity/presentations/>.

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Print

☐ Academic Marks

- ☐ USC Logo
- ☐ USC Monogram
- ☐ University Seal
- ☐ Combinations
- ☐ Customizable Combinations
- ☐ School Logos

☐ Spirit Marks

- ☐ Trojan Head
- ☐ USC Block Letters
- ☐ USC Block Letter Combinations
- ☐ Fight On!
- ☐ Traveler
- ☐ Traveler Combinations
- ☐ Trojan Marching Band Head
- ☐ Athletic Marks

☐ 125th Anniversary Marks

- ☐ Vertical
- ☐ Horizontal
- ☐ Square
- ☐ Rectangle
- ☐ Triptych

☐ Colors and Typefaces

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Athletic Marks (Restricted)

The SC Interlock and the SC Interlock/Trojans Script are the official identities of the USC Athletic programs. The Baseball Interlock is the official identity of the USC varsity men's baseball team. The Trojan Football Helmet Head represents USC Football and appears on the football helmet itself, and on sidelines clothing.

All the USC athletic marks are limited to the Department of Athletics and certain university licensees. If you are not sure you have permission to use these marks, please call Trademarks and Licensing Services (TLS) at (213) 740-5222 or email TLS at trdmrks@usc.edu.

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- ☐ USC Monogram
- ☐ University Seal
- ☐ Combinations
- ☐ Customizable Combinations
- ☐ School Logos

Spirit Marks

- ☐ Trojan Head
- ☐ USC Block Letters
- ☐ USC Block Letter Combinations
- ☐ Fight On!
- ☐ Traveler
- ☐ Traveler Combinations
- ☐ Trojan Marching Band Head
- ☐ Athletic Marks

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Licensed Vendors Database

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Products

USC Trademarks and Licensing Services (TLS) coordinates both internal and external product usage of USC's identifying marks. Established in 1976 to protect the USC name and identifying marks, USC's licensing program was one of the first collegiate licensing programs in the nation. Since that time, TLS has worked to preserve and promote the university's long standing reputation as a center of academic and athletic excellence. The University of Southern California licenses only those products which reflect positively upon the university and are in keeping with USC's mission.

Merchandise vendors wishing to use the university's identifying marks on commercial products must be "licensed vendors." In other words, vendors must obtain permission to use USC marks by securing trademark licenses from TLS. Campus organizations that want USC's identifying marks on their internal use products must hire licensed vendors to produce these items.

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Print

☐ Academic Marks

- ☐ USC Logo
- ☐ USC Monogram
- ☐ University Seal
- ☐ Combinations
- ☐ Customizable Combinations
- ☐ School Logos

☐ Spirit Marks

- ☐ Trojan Head
- ☐ USC Block Letters
- ☐ USC Block Letter Combinations
- ☐ Fight On!
- ☐ Traveler
- ☐ Traveler Combinations
- ☐ Trojan Marching Band Head
- ☐ Athletic Marks

☐ 125th Anniversary Marks

- ☐ Vertical
- ☐ Horizontal
- ☐ Square
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USC Cardinal



USC Gold

Caslon 540

Frutiger

USC Colors and Typefaces

The university's official colors, USC Cardinal and USC Gold, are a central component of the Graphic Identity Program for all print, product, stationery and Web applications. USC's official typefaces are Caslon 540 and Frutiger. These fonts are used in most print publications and in graphically rendered headers on Web pages. Correct and consistent use of USC's official colors and typefaces helps reinforce the university's identity.

Guidelines:

- Use the correct Pantone Matching System® colors for USC Cardinal (PMS® 201C) and USC Gold (PMS® 123C).
- Process color callouts for cardinal are: C:0% M: 100% Y: 63% K:29%
- Process color callouts for gold are: Gold - C:0% M: 24% Y: 94% K: 0%
- Do not use maroon and yellow, or red and ochre as a substitute for the USC colors.
- Caslon 540 is the designated serif typeface for the university. Its Roman and Italic versions are used to communicate USC's classic and academic qualities.
- The Frutiger family of typefaces is the designated sans serif typeface for the university. The boldness of the letterforms complements Caslon 540.
- Caslon 540 (serif) and Frutiger (sans serif) are primarily "headline" fonts.
- The body copy of publications (newsletters and brochures) may be set in another serif typeface, such as Times Roman or Adobe Caslon, which are full-featured font families and better suited for body copy.

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Web Colors and Typefaces

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http://www.usc.edu/identity/print/colors_and_typefaces/

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USC

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Welcome to Trademarks & Licensing

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Overview

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Information](#)

Overview

USC Trademarks and Licensing Services ("TLS") coordinates both internal and external usage of USC's identifying marks, and serves campus constituencies in trademark- and service mark- related activities such as trademark registration, licensing, and graphic identity issues.

Trademarks and Service Marks Services

USC's identifying marks

The name, seal, and other identifying marks of the university are registered trademarks. TLS works in conjunction with the Office of the General Counsel, and outside counsel to manage the university's portfolio of identifying marks.

Other trademarks and service marks

Academic departments within USC may also have reason to register a trademark or a service mark. TLS coordinates the searching, filing and prosecution of non-identifying USC marks with in-house and outside legal counsel.

Licensing Services

Merchandise Licensing

Established in 1976 to protect the USC name and identifying marks, USC's licensing program was one of the first collegiate licensing programs in the nation. Since that time, individuals and organizations who wish to use the university's identifying marks on commercial products must obtain permission to do so by securing trademark licenses from the university from TLS.

By licensing products which bear the university's marks, TLS seeks to preserve and promote the university's long standing reputation as a center of academic and athletic excellence. USC licenses only those products which reflect positively upon the university; those which are appropriate and in keeping with the mission of the institution.

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Licensing also enables USC to share in the economic benefits derived from the commercial use of its marks. USC's leadership in research, teaching, service and athletic competition creates a market for products displaying the university's name and marks. Retailers and manufacturers supply this market for USC merchandise. To respond to this demand, the university has established licensing procedures to enable manufacturers and marketers to sell products bearing the university's trademarks.

Students, faculty, alumni, staff, friends and the general public support the university and its mission by purchasing licensed products.

Non-Merchandise Licensing

TLS is also the contact point for licensing new trademarks that do not incorporate any of USC's identifying marks, and may not involve merchandise. Such licenses may be granted for the use of USC's name by a USC department's external partner, or be licenses for trademarks intended to appear on a specific technology developed at USC.

TLS provides a linkage between outside intellectual property legal counsel and USC organizations. We work cooperatively with the Office of the General Counsel.

Graphic Identity Services

As one of the university's authorized design centers, TLS is a resource for graphics and guidelines for the university's identifying graphics. (See: USC Graphic Identity Program)

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Products

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- ☐ University Seal
- ☐ Combinations
- ☐ Customizable Combinations
- ☐ School Logos

☐ Spirit Marks

- ☐ Trojan Head
- ☐ USC Block Letters
- ☐ USC Block Letter Combinations
- ☐ Fight On!
- ☐ Traveler
- ☐ Traveler Combinations
- ☐ Trojan Marching Band Head
- ☐ Athletic Marks

☐ Colors and Typefaces

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- ☐ Purchase Fonts

☐ Licensed Vendors Database

- ☐ Policies for Licensed Vendors
- ☐ Guidelines for Campus Organizations
- ☐ Frequently Asked Questions
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Policies for Licensed Vendors

The USC Trademarks and Licensing Services Office (TLS) is responsible for protecting, promoting and generating revenue from the identifying marks of the University of Southern California. TLS reviews and approves all artwork generated by licensees for merchandise applications and can assist you in determining proper usage for service marks, trademarks and copyright notices.

Getting a Product Approved

How to Use Your Company's Trademark(s) on USC Products

TM or ®: Which one is it?

Artwork: Who owns the copyright?

Getting a Product Approved

Product approval is a three-step process, and applies to all licensees, for sales to all retailers, including the university's own bookstores.

1. Send artwork for USC's approval (facsimile or electronic mail is encouraged) that depicts final art to be used on the finished product, as well as a thorough description of the product. Color artwork is strongly preferred.
2. Send a pre-production sample showing a prototypical product. This step may be omitted only when a new design is being created for a previously approved product.
3. Send a production sample within two weeks following a product's production.

In all cases, Trademarks and Licensing Services endeavors to respond to the licensee within 24 hours. Nonetheless, any product submittal should be considered disapproved until USC notifies the licensee that the product is approved.

How to Use Your Company's Trademark(s) on USC Products

USC wishes all licensees to identify their company names on products; however, the licensee's trademark(s) should not be close in proximity to USC's trademarks, and approval must be obtained from Trademarks and Licensing Services for the placement of all marks. The name or trademark of a licensee cannot be included in or below any graphic containing USC's trademarks.

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The licensee's marks may be permanently affixed to the licensed product i a recognized method (eg., a screenprinted, embroidered, heat sealed or stitched patch).

The licensee's marks are required to appear on a sewn label for clothing an headwear products.

A licensee's trademark(s) cannot be applied in more than two locations on the outside of any USC-licensed apparel (excluding caps, see below). If there is one location with USC's trademarks, such as a front chest graphic with one or more USC's marks used, then one licensee's trademark can be used in one location on the garment. If there are two separate locations wit USC's trademarks, such as a front chest and a left sleeve, then the licensee' trademark can be used in a maximum of two locations on the garment.

The licensee's trademark(s) may appear only once on adult or youth USC-licensed caps or any other non-apparel product.

Any outside "jock-tag" or label which includes the licensee's trademark(s) counts as one placement of the licensee's trademark(s).

The licensee's trademark(s) cannot be applied to a more visible location tha USC's marks. For example, the licensee's trademark is on the front of the garment and USC's trademark is on the back of the garment.

A licensee's hangtag with visible trademark(s) is not considered a permane use of the licensee's marks on the garment.

The size of the licensee's trademark(s) on adult apparel (including caps) must fit in a space not to exceed a 1-1/2" by 1-1/2" square.

The size of the licensee's trademark(s) on youth apparel (including caps) must fit in a space not to exceed a 1-1/4" by 1-1/4" square.

TM or ®: Which one is it?

The usage of ® and TM depends upon the trademark or service mark registration for each mark. Only those products specifically cited on a registration certificate are ® designated. All other usages should be accompanied by a TM. All licensees benefit when these notices are used correctly, since they empower the university's enforcement efforts. The following guidelines apply.

1. How to Use Service Marks When using a service mark in advertising for and/or for promotion of services, such as on any printed, or electronic or photographic medium that communicates the university educational offerings, admissions information, etc., the following applies:

If the service mark is federally registered, use of the "®" symbol, or

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the phrase "[MARK] is registered in the U.S. Patent and Trademark Office" is mandatory; or

If the service mark is not federally registered, use of the "sm" symbol in conjunction with the service mark as used in advertising and/or promotional materials is recommended.

2. How to Use Trademarks When using a trademark on or in connection with a product, such as on packaging, labels, or the product itself, the following applies:

If the trademark is federally registered, use of the "®" symbol, or the phrase "[MARK] is registered in the U.S. Patent and Trademark Office" is mandatory; or

If the trademark is not federally registered, use of the "™" symbol in conjunction with the trademark as used on or in connection with products is recommended.

Contact Trademarks and Licensing Services for additional information regarding the registration status of any USC mark, or the proper use of trademark or service mark notices.

Artwork: Who owns the copyright?

The University of Southern California is the copyright owner by origination or assignment of any representation of a USC mark. Licensees may place a copyright notice consisting of ©20__ USC for USC products. Claiming copyright in the name of the licensee, for example ©2003 XYZ Co., is inappropriate. Please refer to your license agreement for the provisions addressing licensees' and USC's respective rights in and ownership of copyrights.

Links:

Trademarks and Licensing Services

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Products

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- ☐ Combinations
- ☐ Customizable Combinations
- ☐ School Logos

☐ Spirit Marks

- ☐ Trojan Head
- ☐ USC Block Letters
- ☐ USC Block Letter Combinations
- ☐ Fight On!
- ☐ Traveler
- ☐ Traveler Combinations
- ☐ Trojan Marching Band Head
- ☐ Athletic Marks

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- ☐ Incorrect Usage
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☐ Policies for Licensed Vendors

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Guidelines for Campus Organizations

The USC Graphic Identity Program consists of service marks and trademarks which are among the university's foremost assets. Service mark are designations of sources of origin for services such as education service entertainment services and financial services. They are created by using a mark when promoting the services. Trademarks are designations of source of origin for products such as software, clothing and gift items. Trademark are created by using a mark on labels, tags, containers and packaging for the products or by using a mark directly on the products.

The university's service marks and trademarks ("USC Marks") distinguish the university from other institutions. The University of Southern California has the exclusive right to use the USC Marks. In order to maintain the viability and integrity of these marks, it is required that campus organizations used approved licensed vendors to produce any products that use the USC Marks. A database of the approved vendors and their products is provided by TLS.

Protection of the USC Marks

Trademark Notices

Licensed Vendors

Protection of the USC Marks

The USC Marks are protected in the United States through registration with the United States Patent and Trademark Office (PTO), and on the state level through registration with the California Secretary of State. A number of the USC Marks are also protected in foreign countries. Registration with the PTO establishes the university's ownership of the USC Marks and its exclusive right to use the USC Marks throughout the United States. Registration enables the university to prevent others from using the USC Marks in any unauthorized manner.

In return for these rights, all members of the university community must share the responsibility of properly using and protecting the USC Marks. A USC Marks must be graphically represented in strict compliance with the guidelines set forth in this manual. All uses of the USC Marks by external organizations or product manufacturers must be controlled through a written license agreement. In summary, the preservation of the university's exclusive rights to the USC Marks is predicated by law upon consistent and carefully monitored use of such marks. Preservation of the USC Marks

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through correct use is the responsibility of every member of the university community.

Trademark Notices

Proper use of the USC Marks begins with ensuring that all individuals and organizations within and outside the university community are aware that such marks are protected as trademarks and/or service marks. This can be accomplished in several ways, as outlined below.

1. Proper Service Mark Use. When using a service mark in advertising for and/or promotion of services (e.g., on any printed, electronic or photographic media that communicates the university's educational offerings, admissions information, etc.), the following applies:

If the service mark is federally registered, use of the "®" symbol, or the phrase "[MARK] is registered in the U.S. Patent and Trademark Office" is mandatory; or

If the service mark is not federally registered, use of the "SM" symbol in conjunction with the service mark as used in advertising and/or promotional materials is recommended.

2. Proper Trademark Use. When using a trademark on or in connection with a product (e.g., on packaging, labels, containers or tags for the products), the following applies:

If the trademark is federally registered, use of the "®" symbol, or the phrase "[MARK] is registered in the U.S. Patent and Trademark Office" is mandatory; or

If the trademark is not federally registered, use of the "TM" symbol in conjunction with the trademark as used on or in connection with products is recommended.

3. Proper Licensed Use. If the trademark or service mark is a licensed mark, then, in addition to the foregoing, the name of the company producing the product or offering the service should appear on all products or advertising for the services with the phrase "Manufactured by XYZ Company under USC license." Contact the TLS for additional information regarding the proper use of trademark or service mark notices.

Licensed Vendors

If your campus organization would like to use the USC marks on a product you must use an approved licensed vendor. Use the link below to access a comprehensive list of licensed vendors, their contact information, and their products for both retail and campus sales:

[Licensed Vendors Database](#)

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- ☐ School Logos

☐ Spirit Marks

- ☐ Trojan Head
- ☐ USC Block Letters
- ☐ USC Block Letter Combinations
- ☐ Fight On!
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Frequently Asked Questions

If you need assistance, read over these commonly asked questions. If you don't find an answer to your question, contact [Trademarks and Licensing Services](#).

[Frequently Asked Questions for Campus Organizations](#)

[Frequently Asked Questions for Manufacturers](#)

Frequently Asked Questions for Campus Organizations

1. How do I obtain a product with the USC logo on it for my organization to distribute or sell?

You may purchase products with the USC logo as long as the manufacturer of those products is licensed. Be sure to ask the seller of a product you are seeking whether his/her company is a licensee of the university. You also can check the [Licensed Vendor](#) database for those product sellers who have a license with the university.

2. What is a licensee?

A licensee is a person or organization who has been granted the right under certain conditions, to use the trademarks and service marks of the University of Southern California.

3. What are USC's trademarks and service marks?

USC trademarks and service marks ("USC Marks") are any marks which serve to identify USC and distinguish USC from its peer institutions. Some examples include, but are not limited to USC, TROJANS, the Trojan Head logo, and the SC Interlock.

4. If the product I want to purchase has no reference whatsoever to the university (e.g. no colors, building images, names or trademarks), do I still need to have a licensed vendor produce my product?

No.

5. If my product is not going to be resold, do I still have to select a licensed vendor?

Yes. Whether or not a product is going to be resold by you has no bearing on the need for the university to have licenses in place with all third parties who are using USC Marks.

6. How do I use USC Marks correctly?

USC has specific guidelines for the usage of its marks on official university documents, on publications, and for products. Oversight of the correct usage of university marks is provided by the university's Authorized Design Centers. Review the pages that relate to your specific needs on this site. Additionally, all licensees are given a manual which specifies correct use of USC Marks, as well.

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7. What is a license agreement?

A license agreement is the legal contract that governs the relationship between the manufacturer of products bearing USC Marks ("licensee") and the university ("licensor"). The license must be in place prior to any sales and marketing efforts the vendor may initiate.

8. How does a manufacturer obtain a license?

A manufacturer requests an application packet from TLS and submit a completed application to TLS with representative product samples. A panel of representatives from the USC Alumni Association, Athletic Department, Bookstore, Trademarks and Licensing, and US student body review the proposal and products. This panel meets every other week to decide which proposals will be accepted by the university.

9. How long does the licensing process take for a new vendor?

Depending upon the speed at which the vendor sends back the materials required for licensing, the process may take as little as three weeks or so and as much as several months.

10. Are there any types of products that USC will not license?

Most products will be considered for licensing; however, the university reserves the right to decline to license any item. Tobacco products and firearms are not appropriate for licensing and will not be considered.

11. Are licensee sales to the USC University Bookstores exempt from paying royalties to USC?

No. Manufacturers that supply licensed merchandise to the University Bookstores must pay royalties on these sales.

12. Are any sales exempt from royalties?

Yes. Manufacturers do not have to pay royalties to USC when a product is being used by a campus organization and not resold. Product sales that directly benefit a restricted scholarship account at the university are also non-royalty bearing.

13. Do all designs for products need to be pre-approved by Trademarks and Licensing before going to a licensed vendor?

Pre-approval by Trademarks and Licensing is optional before a licensed vendor is selected. It is the licensed vendor's responsibility to have Trademarks and Licensing approve all artwork, and final approval will be given when the vendor submits artwork to Trademarks and Licensing.

14. What does USC do if unlicensed merchandise is discovered in the marketplace?

The university is committed to enforcing the viability of its trademarks and licensing activities. Any commercial use of USC Marks without a trademark license is addressed promptly; by legal action if necessary. Please advise USC Trademarks and Licensing Services of potential unlicensed product sales.

Frequently Asked Questions for Manufacturers**1. What qualifies as a USC Trademark?**

The university owns its name and any and all symbols, or combinations of symbols, that are associated with the University of

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Southern California. Designs which use university names and marks in artwork and graphics qualify as trademarks as well.

2. What kind of products may be licensed?

Most products will be considered for licensing; however, the university reserves the right to decline to license any item. All products are reviewed once every month by a panel of individuals from marketing departments throughout the university. All products must be licensed by the university prior to any sales and marketing efforts.

3. How does a manufacturer obtain a license?

Here is a brief summary of the licensing process and major licensing requirements:

- o Fill out a licensing proposal form and send it to USC Trademarks and Licensing Services with a product sample and price sheet.
 - o If the application is approved, a license agreement will be sent for your review and signature. The license agreement establishes a royalty, the percentage of the wholesale cost of a product that is paid to the university. Royalty rates vary and are specified in the license agreement. Most licensees are for one-year terms, and may be renewed.
 - o Pay an advance guarantee which is applied to future royalties. Advance guarantee amounts vary and are specified in the license agreement.
 - o Provide evidence of insurance. Amounts of insurance vary and are specified in the license agreement
 - o Upon receipt of the signed agreement, advance guarantee, and evidence of insurance, USC Trademarks and Licensing Services will send artwork, royalty report forms and a signed copy of the license agreement to you.
 - o Submit artwork and samples for approval. USC's license agreement requires that artwork, pre-production and production samples be submitted to USC Trademarks and Licensing Services for prior approval. Review usually takes one month.
 - o Report and pay royalties quarterly. The royalty deadline is 30 days following the end of each calendar quarter.
- 4. Are a manufacturer's sales to the USC University Bookstores exempt from paying royalties?**
No. Manufacturers that supply licensed merchandise to the University Bookstores must pay royalties on these sales.
- 5. What does USC do if unlicensed merchandise is discovered in the marketplace?**
The university is committed to enforcing the viability of its trademarks and licensing activities. Any commercial use of university marks without a trademark license is addressed promptly; by legal action if necessary. Please advise USC Trademarks and Licensing Services of potential unlicensed product sales.

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University of Southern California

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[PRESENTATIONS](#)

Products

☐ Academic Marks

- ☐ USC Logo
- ☐ USC Monogram
- ☐ University Seal
- ☐ Combinations
- ☐ Customizable Combinations
- ☐ School Logos

☐ Spirit Marks

- ☐ Trojan Head
- ☐ USC Block Letters
- ☐ USC Block Letter Combinations
- ☐ Fight On!
- ☐ Traveler
- ☐ Traveler Combinations
- ☐ Trojan Marching Band Head
- ☐ Athletic Marks

☐ Colors and Typefaces

- ☐ Incorrect Usage
- ☐ Purchase Fonts

☐ Licensed Vendors Database

☐ Policies for Licensed Vendors

☐ Guidelines for Campus Organizations

☐ Frequently Asked Questions

☐ Contact Us

Contact Us

If you have any questions, read the [Frequently Asked Questions](#). If your question is still unanswered, use the contact information below.

Trademarks and Licensing Services

University of Southern California

620 West 35th Street

PSX 103

Los Angeles, CA 90089-1333

Phone: (213) 740-5222

Fax: (213) 740-9365

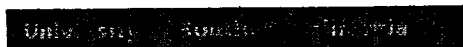
email: trdmarks@usc.eduWeb: <http://www.usc.edu/bus-affairs/trademarks/>

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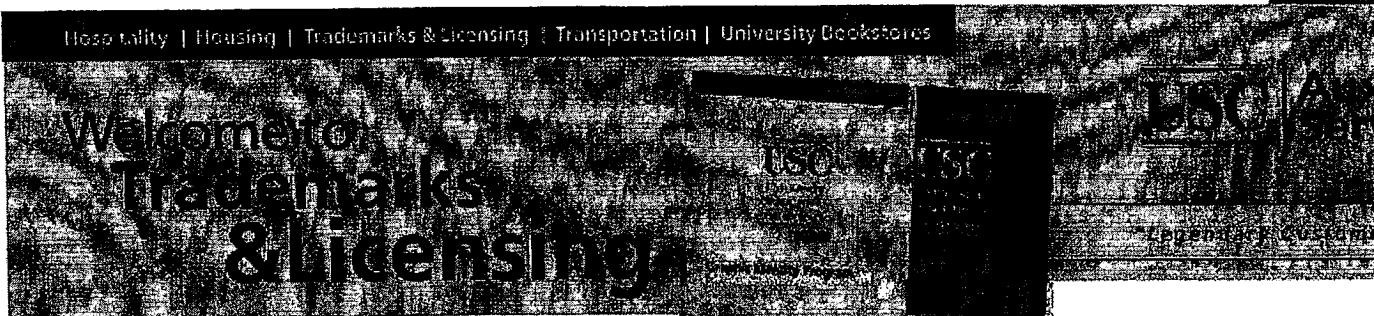
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[Alumni, Students and Spirit](#)

[Academic Organizations](#)

[Artwork Guidelines for Licensees](#)

[Contact Us](#)

[2004 National Champions Licensing Information](#)

External Licensees

This Web page explains the basics of trademark licensing to manufacturers interested in using a USC trademark on products.

Frequently Asked Questions

What qualifies as a USC Trademark?

The university owns its name and any and all symbols, or combinations of symbols, that are associated with the University of Southern California. Designs which use university names and marks in artwork and graphics qualify as trademarks as well.

What kind of products may be licensed?

Most products will be considered for licensing; however, the university reserves the right to decline to license any item. All products are reviewed once every month by a panel of individuals from marketing departments throughout the university. All products must be licensed by the university prior to any sales and marketing efforts.

How does a manufacturer obtain a license?

Here is a brief summary of the licensing process and major licensing requirements:

- Fill out a licensing proposal form and send it to USC Trademarks and Licensing Services with a product sample and price sheet.
- If the application is approved, a license agreement will be sent for your review and signature. The license agreement establishes a percentage of the wholesale cost of a product that is paid to the university—a royalty. Royalty rates vary and are specified in the license agreement. Most licensees are for one-year terms, and may be

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renewed.

- Pay an advance guarantee which is applied to future royalties. Advance guarantee amounts vary and are specified in the license agreement.
- Provide evidence of insurance. Amounts of insurance vary and are specified in the license agreement
- Upon receipt of the signed agreement, advance guarantee, and evidence of insurance, USC Trademarks and Licensing Services will send artwork, royalty report forms and a signed copy of the license agreement to you.
- Submit artwork and samples for approval. USC's license agreement requires that artwork, pre-production and production samples be submitted to USC Trademarks and Licensing Services for prior approval. Review usually takes one month.
- Report and pay royalties quarterly. The royalty deadline is 30 days following the end of each calendar quarter.

Are a manufacturer's sales to the University Bookstores exempt from paying royalties?

No. Manufacturers that supply licensed merchandise to the University Bookstores must pay royalties on these sales.

What does USC do if unlicensed merchandise is discovered in the marketplace?

The university is committed to enforcing the viability of its trademarks and licensing activities. Any commercial use of university marks without a trademark license is addressed promptly; by legal action if necessary. Please advise USC Trademarks and Licensing Services of potential unlicensed product sales.

For more information contact:

University of Southern California
Trademarks and Licensing Services
620 W. 35th St.
PSX 103
Los Angeles, CA 90089-1333

Phone: (213) 740-5222
Fax: (213) 740-9365

trdmrks@usc.edu

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University of Southern California

USC

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Academic Organizations

Resources

[FAQ for Academic Organizations](#)

[Trademark Questionnaire](#)

[United States Patent and Trademark Office](#)

[Basic Facts about Registering a Trademark \(USPTO site\)](#)

[FAQ About Trademarks \(USPTO site\)](#)

[USC Office of Technology Licensing](#)

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have the [Acrobat Reader](#), free
from Adobe.

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Elizabeth Kennedy
Director
Trademarks and Licensing Services

University of Southern California
620 West 35th Street, PSX-103
Los Angeles, California 90089-1333
Tel: 213 740 5222
Fax: 213 740 9365
e-mail: lkennedy@usc.edu
web page: <http://www.usc.edu/tls>

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USC

UNIVERSITY OF SOUTHERN CALIFORNIA

Artwork Guidelines for Licensees

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- 7 The USC Identity Overview
- 11 Guidelines for Using the University Academic Marks
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About the Manual

The University of Southern California is pleased to present you with the Licensing Artwork Manual. This manual has been designed for you — our USC licensee — to provide you with a comprehensive, current resource for how to use the university's identifying trademarks and service marks on products and with services. The materials in this manual supersede all other artwork and graphics that you may have received from the USC Office of Trademarks and Licensing Services, and we ask that you destroy any previous artwork that you may have on file for the University of Southern California.

USC trademarks graphically express USC's proud history and traditions, its successful present and its promising future. Our mutual licensing success depends on your using this manual to express the identity of the university through the high quality products you are licensed to manufacture, and the superior service that you provide customers. We look forward to working closely with you to represent USC through the marketing of licensed USC products.

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OPP 01996

Trademarks & Licensing Services

The USC Trademarks and Licensing Services Office is responsible for protecting, promoting and generating revenue from the identifying marks of the University of Southern California.

USC Trademarks and Licensing reviews and approves all artwork generated by licensees for merchandise applications and can assist you in determining proper usage for service marks, trademarks and copyright notices.

This chapter guides you through the artwork and product approval process, and describes the proper usage of service marks, trademarks and copyright notices.

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Getting a Product Approved

Product approval is a three-step process, and applies to all licensees, for sales to all retailers, including the University's own Bookstores.

1. Send artwork for USC's approval (facsimile or electronic mail is encouraged) that depicts final art to be used on the finished product, as well as a thorough description of the product. Color artwork is strongly preferred.
2. Send a pre-production sample showing a prototypical product. Only when a new design is being created for a previously approved product, may this step be omitted.
3. Send a production sample within two weeks following a product's production.

In all cases, Trademarks and Licensing Services endeavors to respond to the licensee within 24 hours. Nonetheless, any product submittal should be considered disapproved until USC notifies the licensee that the product is approved.

How to Use Your Company's Trademark(s) on USC Products

USC wishes all licensees to identify their company names on products; however, the licensee's trademark(s) should not be close in proximity to USC's trademarks, and approval must be obtained from Trademarks and Licensing Services for the placement of all marks. The name or trademark of a licensee cannot be included in or below any graphic containing USC's trademarks.

The licensee's marks may be permanently affixed to the licensed product in a recognized method; for example, a screenprinted, embroidered, heat sealed or stitched patch.

The Licensee's marks are required to appear on a sewn label for clothing and headwear products.

A licensee's trademark(s) cannot be applied in more than two locations on the outside of any USC-licensed apparel (excluding caps, see below). If there is one location with USC's trademarks, i.e. front chest graphic with one or more USC's marks used, then one licensee's trademark can be used in one location on the garment. If there are two separate locations with USC's trademarks, for example, front chest and left sleeve, then the licensee's trademark can be used in a maximum of two locations on the garment.

The licensee's trademark(s) may appear only once on adult or youth USC licensed caps or any other non-apparel product.

Any outside "jock-tag" or label which includes the licensee's trademark(s) counts as one placement of the licensee's trademark(s).

The licensee's trademark(s) cannot be applied to a more visible location than USC's marks; for example the licensee's trademark(s) on the front of the garment and USC's trademark(s) on the back of the garment.

A licensee's hangtag with visible trademark(s) is not considered a permanent use of the licensee's marks on the garment.

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The size of the licensee's trademark(s) on adult apparel (including caps) must fit in a space not to exceed a 1-1/2" by 1-1/2" square.

The size of the licensee's trademark(s) on youth apparel (including caps) must fit in a space not to exceed a 1-1/4" by 1-1/4" square.

TM or ®: Which one is it?

The usage of ® and TM depends upon the trademark or service mark registration for each mark. Only those products specifically cited on a registration certificate are ® designated. All other usages should be accompanied by a TM. All licensees benefit when these notices are used correctly, since they empower the university's enforcement efforts. The following guidelines apply.

1. How to Use Service Marks When using a service mark in advertising for and/or for promotion of services (e.g. on any printed, or electronic or photographic medium that communicates the university's educational offerings, admissions information, etc.), the following applies:

If the service mark is federally registered, use of the "®" symbol, or the phrase "[MARK] is registered in the U.S. Patent and Trademark Office" is mandatory; or

If the service mark is not federally registered, use of the "sm" symbol in conjunction with the service mark as used in advertising and/or promotional materials is recommended.

2. How to Use Trademarks When using a trademark on or in connection with a product (e.g., on packaging, labels, or the product itself), the following applies:

If the trademark is federally registered, use of the "®" symbol, or the phrase "[MARK] is registered in the U.S. Patent and Trademark Office" is mandatory; or

If the trademark is not federally registered, use of the "TM" symbol in conjunction with the trademark as used on or in connection with products is recommended.

Contact Trademarks and Licensing Services for additional information regarding the registration status of any USC mark, or the proper use of trademark or service mark notices.

Artwork: Who owns the copyright? The University of Southern California is the copyright owner by origination or assignment of any representation of a USC mark. Licensees may place a copyright notice consisting of ©19__ USC for USC products. Claiming copyright in the name of the licensee, for example ©1997 XYZ Co., is inappropriate. Please refer to your license agreement for the provisions addressing licensees' and USC's respective rights in and ownership of copyrights.

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The USC Identity Overview

What makes up the USC identity? What are the visual elements that create consumer awareness, recognition, and loyalty in the USC brand? In this manual, you'll discover there are four collections of marks that play a key role in establishing and maintaining the USC identity or image. These four collections represent the following areas: Academic, Spirit, Athletic, and Marching Band. The wide array of marks convey the unique qualities of the university, and provide a great deal of flexibility to you, the licensee. You'll also find that the official university typefaces and colors contribute not only to a strong USC image, but to attractive, top-selling merchandise as well.

The guidelines included in this manual are intended to help you produce merchandise effectively and consistently. At the same time, these guidelines will create brand recognition that will ultimately increase sales.

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OPP 02000

The USC Identity Overview

Shown below are the eight official marks that comprise the Academic, Spirit, Athletic, and Marching Band collections. Refer to each collection's chapter for more specific guidelines.



Monogram
Academic Collection



University Seal
Academic Collection



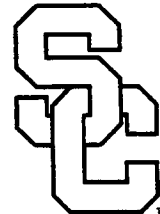
USC Block Letters
Spirit Collection



Trojan Head
Spirit Collection



Trojans Block Letters
Spirit Collection



SC Interlock
Athletic Collection



Baseball Interlock
Athletic Collection



Trojan Football Helmet Head
Athletic Collection



Trojan Marching Band Head
Marching Band Collection

USC LICENSING MANUAL / JANUARY 1998

Academic Marks are the official symbols of the university's academic and administrative departments.

Monogram: The *Monogram* is an Academic mark when used alone or with the University Seal or the university name as part of a configuration. It also serves as a Spirit mark when used with the Trojan Head as a configuration.

University Seal: The *Seal* is the university's imprimatur. Any document, publication or merchandise item that displays the seal is conveying that this material has been officially sanctioned by the university. Because the seal serves as the legal signature of the university, it must not be altered in any way. The *University Seal* is an Academic mark when used alone or with the Monogram or the university name as part of a configuration. It can also serve as a Spirit mark when used with the USC Block Letters.

Spirit Marks are expressions of school spirit and are used primarily on products for university students and alumni.

USC Block Letters: The *USC Block Letters* is a Spirit mark when used alone or with the University Seal, Trojan Head or Trojans Block Letters as part of a configuration. *USC Arch Block Letters* is a variation of the mark in which the letterforms are set on an arch. The mark is available in solid, outline and inline versions.

Trojan Head: The *Trojan Head* is a Spirit mark when used alone or with the Monogram, USC Block Letters, Trojans Block Letters or the university name as part of a configuration.

Trojans Block Letters: *Trojans Block Letters* is a Spirit mark when used alone or with the USC Block Letters or Trojan Head as part of a configuration. Variations of the mark includes *Trojans Arch Block Letters* and *Trojans Double Arch Block Letters* in which the letterforms are set on an arch. The mark is available in solid, outline and inline versions.

Athletic Marks are the official symbols of the USC Athletic Department for its intercollegiate sports teams.

SC Interlock: The *SC Interlock* is the official identity of the USC Athletic Department.

Baseball Interlock: The *Baseball Interlock* is the official identity of USC baseball.

Trojan Football Helmet Head: The *Trojan Football Helmet Head* is the official identity of USC football.

Marching Band Marks are the official identities of the "Spirit of Troy" — the USC Trojan Marching Band.

Trojan Marching Band Head: The *Trojan Marching Band Head* is the official identity of the USC Marching Band.

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Academic Marks

The USC Academic collection is used to communicate the classic heritage of the University of Southern California, as well as the scholastic integrity of the institution. They are the most formal of all the university marks. This chapter introduces the two official Academic marks that can be used alone or in combination with other visual elements to create a multitude of acceptable configurations. You'll also find guidelines for proper usage and a description of the wide array of acceptable configurations within this chapter.

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OPP 02003

Monogram

The Monogram is the primary brand identification for the University of Southern California. It expresses the stature of the university and as an acronym, it is used more prominently than many of the other marks. The Monogram is designed to be used as one unit, not as separate letterforms or elements.



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OPP 02004

Staging the Monogram:

"x" refers to the horizontal width of the mark. The minimum required staging is $1/3x$ (one-third the mark's width) on all four sides of the mark.

Staging/Proportion/Sizing

The diagram above illustrates the staging specifications for the Monogram and its configurations. The Monogram must be surrounded on all sides by the specified clear space to separate it distinctly from all other graphic elements. This clear space and separation from other elements provides graphic impact and preserves equity in the mark. The Monogram should be considered as one unit, and not as separate letterforms or elements that can be manipulated individually. Its proportion should remain unaltered, and the Monogram must be clearly legible at all times. It should never be cropped or placed on a highly textured or patterned background that will diminish legibility.

The staging requirement applies to all other configurations and versions of the mark, positive and reverse and large-and small-size, though they are not shown here. The large-size version must be used when the final size of the mark's reproduction will be at, or larger than, the cut-off size specified for that configuration.

The small-size version must be used when the final size of the mark's reproduction will be at, or smaller than, the cut-off size specified for that configuration. See the Reproduction Artwork chapter for complete listings of marks and configurations, including the specified cut-off size for each configuration. In the small size version of the mark, the visual weights of the elements have been adjusted so that they will present a clear image even in very small sizes. For this reason, the small-size version must never be used for a large-size application, or enlarged above the cut-off size specified for each mark. In any case, the small-size version must never be reduced in size so much that it becomes difficult to recognize or to read.

Color/Contrast/Reverse Versions

The Monogram and its configurations have positive and reverse versions. The positive version is for use on light backgrounds, and the reverse version is for use on dark backgrounds. The positive and reverse versions are not the same and should not be manually reversed. Avoid this error by using only approved reproduction sheets or digital masters.

The color variations shown here apply to the Monogram and its configurations. All color variations should include one or both of the university's official colors: USC Cardinal and USC Gold. For these USC colors, you may use the following Pantone® Colors, the standards for which are as shown in the current edition of the Pantone Color Formula Guide. Use Pantone 201 for Cardinal and Pantone 123 for Gold. The background color will vary depending on each situation. The university colors should be used at 100% and not as screens. Occasionally, metallic gold or gold foil can be used. The Monogram and each configuration may only appear in one color. When applying the configurations at small sizes or on different materials, use extra care to prevent small type and thin rules from filling in.



*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page are not intended to match the Pantone Color Standards.

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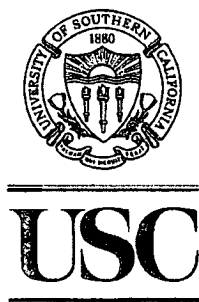
Applicant's
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Acceptable Configurations

Shown below are acceptable configurations for the Monogram. The Monogram can be combined with the University Seal and the university name. Each configuration is provided as artwork and should not be recreated or adjusted. The letterforms "USC" are hand-drawn, and therefore cannot be substituted with a typeface. Refer to the chapter on Reproduction Artwork for large and small size versions as well as positive and reverse versions. Use only the approved reproduction sheets or digital masters.



Monogram/Univ Name.vert.pos.



Univ Seal/Monogram.vert.pos.



Monogram/Univ Name.horiz.pos.

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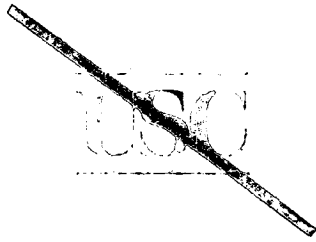
OPP 02006

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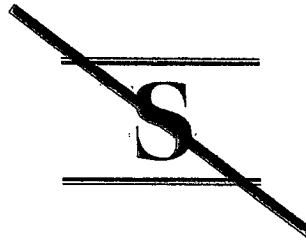
Applicant's
Ex. No. 404, Pg. No. 14

Examples of Incorrect Usage

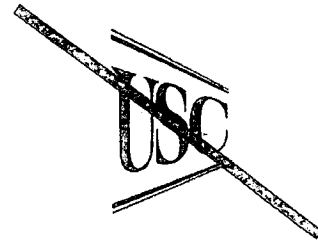
Shown below are examples of incorrect usage for the Monogram. These examples apply to all the configurations though only a few are represented here. Explanations are listed below for each.



Do not screen the official USC colors.



Do not specify the mark in more than one color.



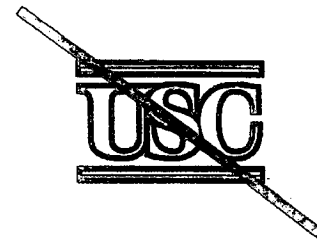
Do not alter the proportion of the mark.



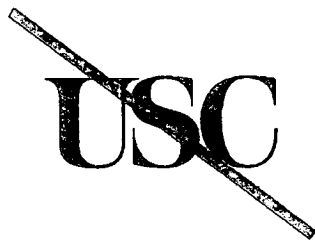
Do not alter the typeface within the mark.



Do not alter the typeface within the mark.



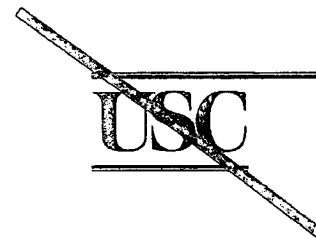
Do not use the mark in outline form.



Do not delete the rules used within the mark.



Do not combine the mark with other elements.



Do not alter the rules within the mark.



Do not create drop shadows that impair the legibility of the mark.



Do not use inadequate staging between the mark and other elements.



Do not overlap the mark with another element.

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University Seal

The seal is the imprimatur of the University of Southern California. As an official mark of the university, it conveys tradition and heritage. The seal displays three torches representing the arts, sciences and philosophy. The setting sun represents the West and the California poppy, the state flower, is the symbol of growth.



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OPP 02008

Staging the University Seal:
"x" refers to the horizontal width of the mark. The minimum required staging is 1/3x (one-third the seal's width) on all four sides of the seal.

Staging/Proportion/Sizing

The diagram above illustrates the staging specifications for the University Seal and its configurations. The Seal must be surrounded on all sides by the specified clear space to separate it distinctly from all other graphic elements. This clear space provides graphic impact and preserves equity in the mark. The Seal should be considered as one unit, and not as separate elements that can be manipulated individually. Its proportion should remain unaltered, and the Seal must be clearly legible at all times.

It should never be cropped or placed on a highly textured or patterned background that will diminish legibility.

The staging requirement applies to all other configurations and versions of the seal, positive and reverse and large-and small-size, though they are not shown here. The large-size version must be used when the final size of the mark's reproduction will be at, or larger than, the cut-off size specified for that configuration. The small-size version must be used when the final size of the mark's reproduction will be at, or smaller than, the cut-off size specified for that configuration. See the Reproduction Artwork chapter for complete listings of marks and configurations, including the specified cut-off size for each configuration. In the small size version of the mark, the visual weights of the elements have been adjusted so that they will present a clear image even in very small sizes. For this reason, the small-size version must never be used for a large-size application, or enlarged above the cut-off size specified for each mark. In any case, the small-size version must never be reduced in size so much that it becomes difficult to recognize or to read.

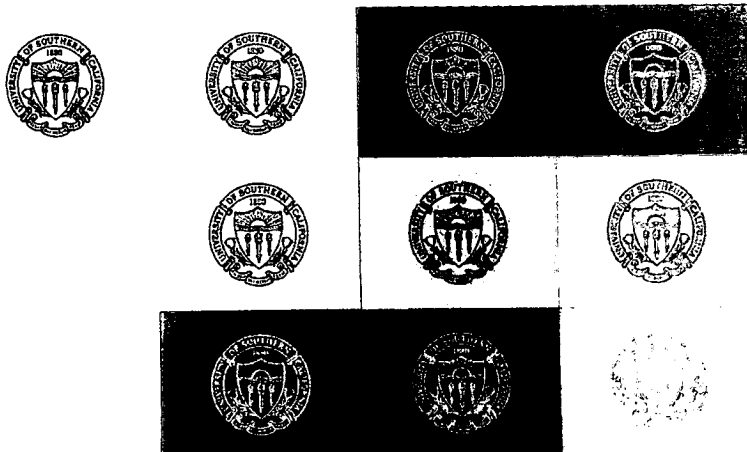
Color/Contrast/Reverse Versions

The University Seal and its configurations have positive and reverse versions. The positive version is for use on light backgrounds, and the reverse version is for use on dark backgrounds. The positive and reverse versions are not the same and should not be manually reversed. Avoid this error by using only approved reproduction sheets or digital masters.

The color variations shown here apply to the University Seal and its configurations. All color variations should include one or both of the university's official colors, USC Cardinal and USC Gold. For these USC colors, you may use the following Pantone** Colors, the standards for which are as shown in the current edition of the Pantone Color Formula Guide: Pantone 201 for Cardinal; Pantone 123 for Gold. The background color will vary depending on each situation. The university colors should be used at 100% and not as screens. The Seal may be screened if it is not in USC Cardinal or Gold and if it is not altered otherwise. Occasionally, metallic gold or gold foil can be used. The University Seal and each configuration may only appear in one color. The positive elements of the Seal are pure line art. No colors or textures may be entered into its negative areas. When applying the configurations at small sizes or on different materials, use extra care to prevent small type and thin rules from filling in

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OPP 02009



University Seal:
black on white and gold

University Seal:
white on black and cardinal

University Seal:
cardinal on white, grey, gold

University Seal:
gold on cardinal, black, grey

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page are not intended to match the Pantone Color Standards.

Acceptable Configurations

Shown below are the acceptable configurations for the University Seal. The University Seal can be combined with the Monogram and the university name. Each configuration is provided as artwork and should not be recreated or adjusted. Refer to the chapter on Reproduction Artwork for large and small size versions as well as positive and reverse versions. Use only the approved reproduction sheets or digital masters.



UNIVERSITY
OF SOUTHERN
CALIFORNIA

Univ Seal/Univ Name.vert.pos.



USC

Univ Seal/Monogram.vert.pos.



UNIVERSITY OF
SOUTHERN CALIFORNIA

Univ Seal/Univ Name.horiz.pos.

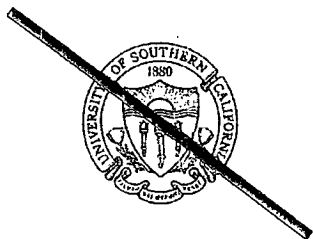
USC LICENSING MANUAL / JANUARY 1998

CONFIDENTIAL

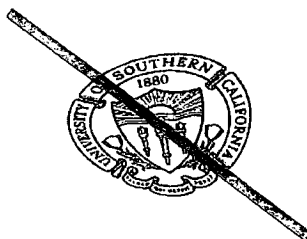
OPP 02010

Examples of Incorrect Usage

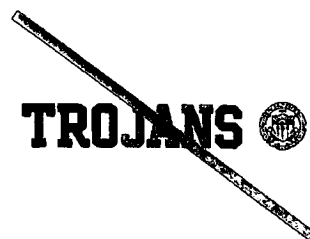
Shown below are examples of incorrect usage for the University Seal. These examples apply to all the configurations though only a few are represented here. Explanations are listed below for each.



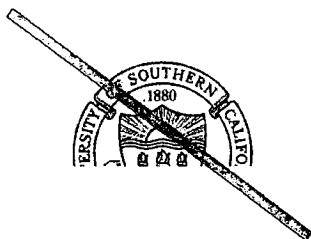
Do not screen the official USC colors.



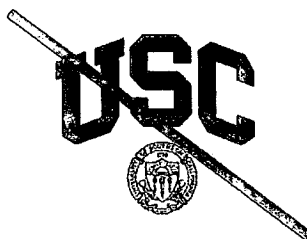
Do not alter the proportion of the seal.



Do not combine the seal with marks other than those provided.



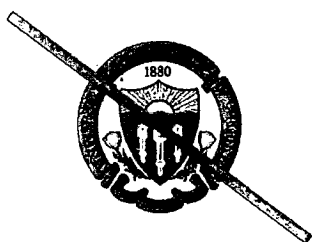
Do not crop the seal.



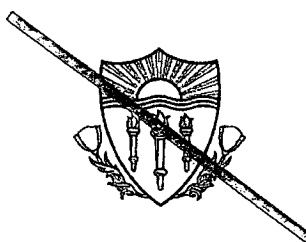
Do not resize the seal separately when using it as a configuration.



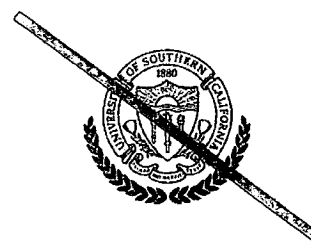
Do not alter the type within the seal's configuration.



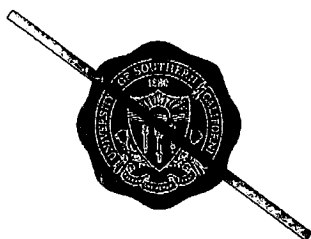
Do not print the seal in more than 1 color.
Do not fill the seal with colors other than the official USC colors.



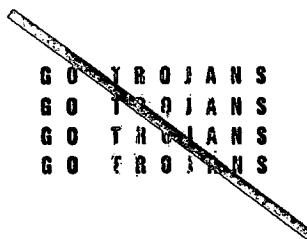
Do not delete elements within the seal.



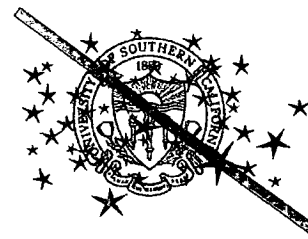
Do not create additional art for the seal.



Do not create borders or additional art for the seal.



Do not print the seal over type.



Do not create backgrounds that diminish the legibility of the seal.

Spirit Marks

The USC Spirit collection is used to communicate the school spirit and camaraderie that are so integral to campus life. These marks are friendly and casual, and can be used on a wide range of merchandise. This chapter introduces the three official Spirit marks that can be used alone or in combination with other visual elements to create a multitude of acceptable configurations. You'll also find guidelines for proper usage and a description of the wide array of acceptable configurations within this chapter.

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OPP 02012

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USC Block Letters

The USC Block Letters is a popular mark for USC merchandise and is used for a wide range of items, especially apparel. It is most often associated with the classic spirit and traditions of the collegiate experience. As popular today as it was upon USC's founding, the USC Block Letters is a timeless representation of school spirit.



Staging the USC Block Letters:

"x" refers to the horizontal width of the mark. The minimum required staging is 1/3x (one-third the mark's width) on all four sides of the mark.

Staging/Proportion/Sizing

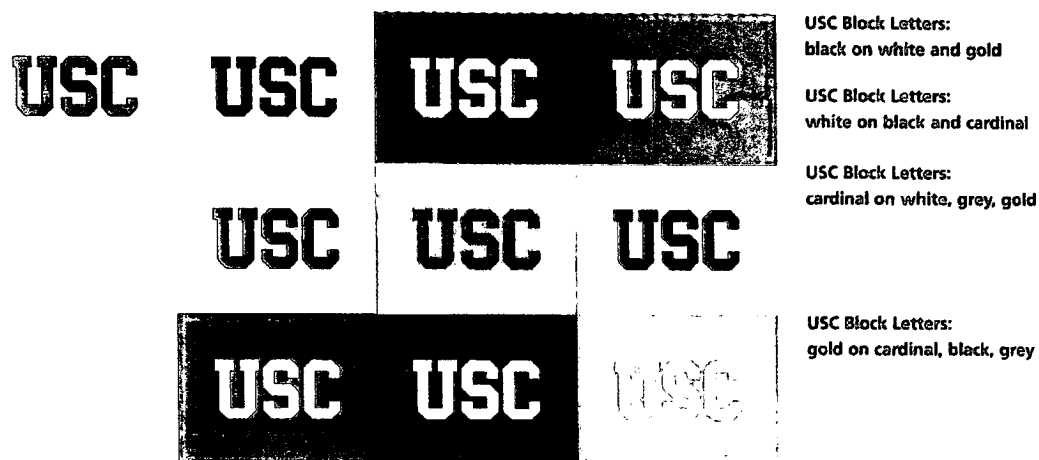
The diagram above illustrates the staging specifications for the USC Block Letters and its configurations. The USC Block Letters must be surrounded on all sides by the specified clear space to separate it distinctly from all other graphic elements. This clear space and separation from other elements provides graphic impact and preserves equity in the USC Block Letters. The USC Block Letters should be considered as one unit, and not as separate letterforms or elements that can be manipulated individually. Its proportion should remain unaltered, and the USC Block Letters must be clearly legible at all times. It should never be cropped or placed on a highly textured or patterned background that will diminish legibility.

The diagram above illustrates the staging specifications for the USC Block Letters and its configurations.

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Color/Contrast/Reverse Versions

The color variations shown here apply to the USC Block Letters and its configurations. All color variations should include one or both of the university's official colors, USC Cardinal and USC Gold. For these USC colors, you may use the following Pantone® Colors, the standards for which are as shown in the current edition of the Pantone Color Formula Guide: Pantone 201 for Cardinal; Pantone 123 for Gold. The background color will vary depending on each situation. The university colors should be used at 100% and not as screens. Occasionally, metallic gold or gold foil can be used. The USC Block Letters and each configuration may appear in one or two colors. When applying the configurations at small sizes or on different materials, use extra care to prevent small type and thin rules from filling in.



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OPP 02014

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Univ. South Carolina

Applicant's
Ex. No. 404, Pg. No. 20

Acceptable Configurations

Shown below are the acceptable configurations for the USC Block Letters. This mark can be combined with the University Seal, Trojan Head and Trojans Block Letters. Outline and Inline versions are also available. Each configuration is provided as artwork and should not be recreated or adjusted. The letterforms, USC, are hand-drawn, and therefore cannot be substituted with a typeface. Refer to the chapter on Reproduction Artwork for large and small size versions as well as positive and reverse versions. Use only the approved reproduction sheets or digital masters.



USC Arch Block Letters/
Trojan Head.pos.



USC Arch Block Letters/
Trojan Head.outline.pos.



USC Arch Block Letters/
Trojan Head.inline.pos.



USC Arch Block Letters/
Univ Seal.pos.



USC Arch Block Letters/
Univ Seal.outline.pos.



USC Arch Block Letters/
Univ Seal.inline.pos.



USC Block Letters/
Trojans Block Letters.pos.



USC Block Letters/
Trojans Block Letters.outline.pos.



USC Block Letters/
Trojans Block Letters.inline.pos.



USC Arch Block Letters/
Trojans Block Letters.pos.



USC Arch Block Letters/
Trojans Block Letters.outline.pos.



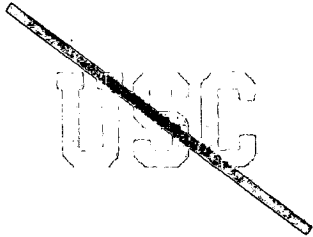
USC Arch Block Letters/
Trojans Block Letters.inline.pos.

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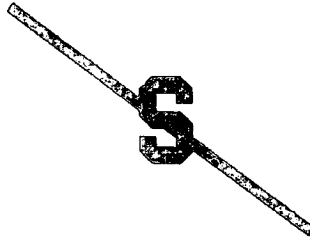
OPP 02015

Examples of Incorrect Usage

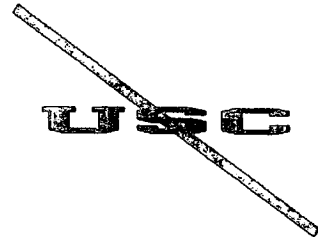
Shown below are examples of incorrect usage for the USC Block Letters. These examples apply to all the configurations though only a few are represented here. Explanations are listed below for each.



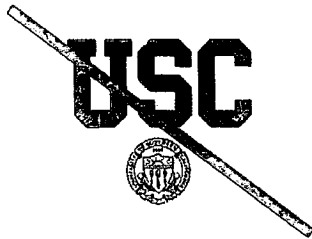
Do not screen the official USC colors.



Do not specify the mark in more than one color.



Do not alter the proportion of the mark.



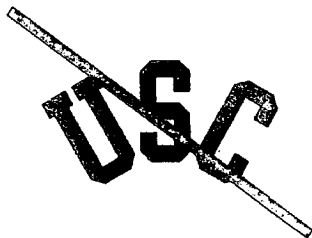
Do not resize elements within the mark's configuration.



Do not combine the letters with marks other than those provided.



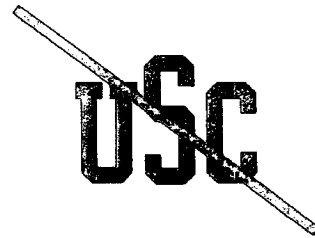
Do not create drop shadows.



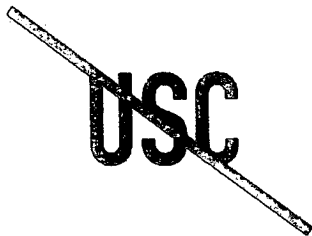
Do not rotate the letterforms within the mark.



Do not alter the positioning of letterforms within the mark.



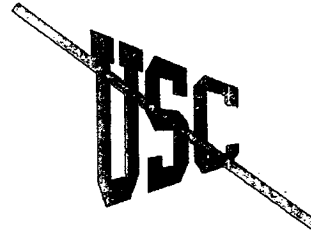
Do not resize individual letterforms within the mark.



Do not alter the typeface within the mark.



Do not create backgrounds that diminish the legibility of the mark.



Do not distort or stretch the mark.

CONFIDENTIAL

OPP 02016

Trojan Head

The Trojan Head, also referred to fondly as "Tommy Trojan," is used on a wide range of merchandise. "Tommy Trojan" is a statue of a Trojan Warrior on the USC campus, and represents the following ideal qualities: faithful, scholarly, skillful, courageous and ambitious. Over the years, Tommy has gained nationwide fame as a collegiate symbol.



CONFIDENTIAL

OPP 02017

Staging the Trojan Head:

"x" refers to the horizontal width of the mark. The minimum required staging is 1/3x (one-third the mark's width) on all four sides of the mark.

Staging/Proportion/Sizing

The diagram above illustrates the staging specifications for the Trojan Head and its configurations. The Trojan Head must be surrounded on all sides by the specified clear space to separate it distinctly from all other graphic elements. This clear space provides graphic impact and preserves equity in the mark. The Trojan Head should be considered as one unit, and not as separate elements that can be manipulated individually.

Its proportion should remain unaltered, and the Trojan Head must be clearly legible at all times. It should never be cropped or placed on a highly textured or patterned background that will diminish legibility.

The staging requirement applies to all other configurations and versions of the Trojan Head, positive and reverse and large-and small-size, though they are not shown here. The large-size version must be used when the final size of the mark's reproduction will be at, or larger than, the cut-off size specified for that configuration. The small-size version must be used when the final size of the mark's reproduction will be at, or smaller than, the cut-off size specified for that configuration. See the Reproduction Artwork chapter for complete listings of marks and configurations, including the specified cut-off size for each configuration. In the small size version of the mark, the visual weights of the elements have been adjusted so that they will present a clear image even in very small sizes. For this reason, the small-size version must never be used for a large-size application, or enlarged above the cut-off size specified for each mark. In any case, the small-size version must never be reduced in size so much that it becomes difficult to recognize or to read.

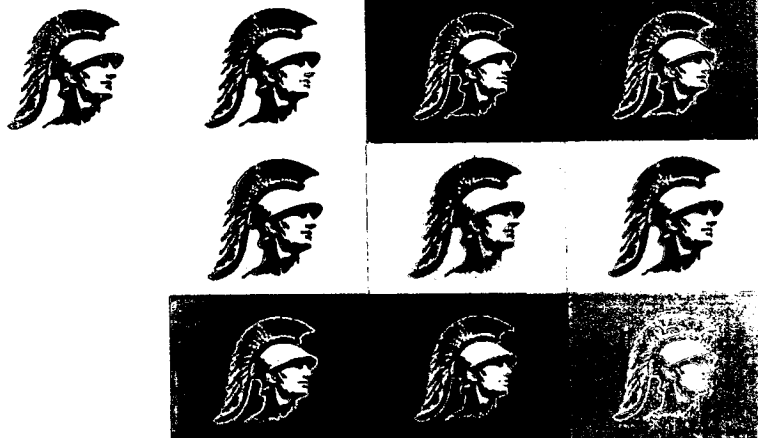
Color/Contrast/Reverse Versions

The Trojan Head and its configurations have positive and reverse versions. The positive version is for use on light backgrounds, and the reverse version is for use on dark backgrounds. The positive and reverse versions are not the same and should not be manually reversed. Avoid this error by using only approved reproduction sheets or digital masters.

The color variations shown here apply to the Trojan Head and its configurations. All color variations should include one or both of the university's official colors, USC Cardinal and USC Gold. For these USC colors, you may use the following Pantone® Colors, the standards for which are as shown in the current edition of the Pantone Color Formula Guide: Pantone 201 for Cardinal; Pantone 123 for Gold. The background color will vary depending on each situation. The university colors should be used at 100% and not as screens. Occasionally, metallic gold or gold foil can be used. The Trojan Head may appear in only one color in addition to the background color. It may not be filled in, added to or altered in any way. Sections should not be tinted or screened back. When applying the configurations at small sizes or on different materials, use extra care to prevent fine details from filling in.

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OPP 02018



Trojan Head:
positive black on white and gold

Trojan Head:
reverse white on black and cardinal

Trojan Head:
positive cardinal on white, grey, gold

Trojan Head:
reverse gold on cardinal, black, grey

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page are not intended to match the Pantone Color Standards.

Acceptable Configurations

Shown below are the acceptable configurations for the Trojan Head. The Trojan Head can be combined with the Monogram, Trojans Block Letters, USC Block Letters and the university name. Each configuration is provided as artwork and should not be recreated or adjusted. Refer to the chapter on Reproduction Artwork for large and small size versions as well as positive and reverse versions. Use only the approved reproduction sheets or digital masters.

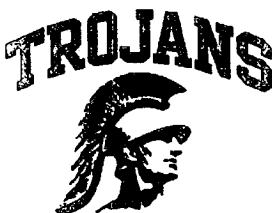


Trojan Head/Monogram.pos.

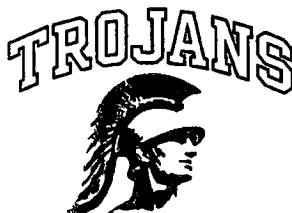


UNIVERSITY OF
SOUTHERN CALIFORNIA

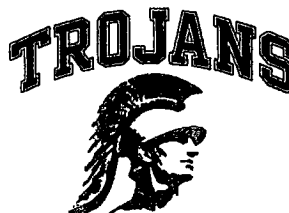
Trojan Head/Univ name.horiz.pos.



Trojan Head/
Trojans Arch Block Letters.pos.



Trojan Head/
Trojans Arch Block Letters.outline.pos.



Trojan Head/
Trojans Arch Block Letters.inline.pos.



Trojan Head/
USC Arch Block Letters.pos.



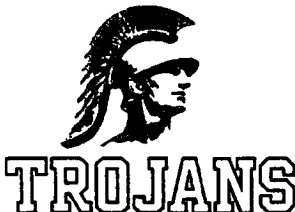
Trojan Head/
USC Arch Block Letters.outline.pos.



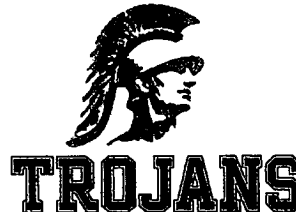
Trojan Head/
USC Arch Block Letters.inline.pos.



Trojan Head/
Trojans Block Letters.pos.



Trojan Head/
Trojans Block Letters.outline.pos.



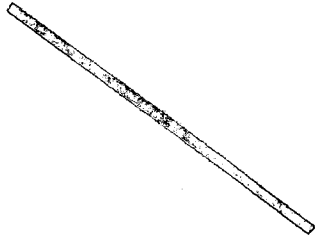
Trojan Head/
Trojans Block Letters.inline.pos.

OPP 02019

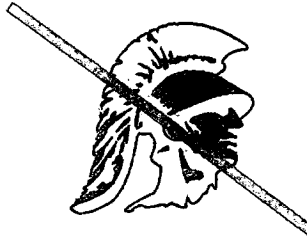
CONFIDENTIAL

Examples of Incorrect Usage

Shown below are examples of incorrect usage for the Trojan Head. These examples apply to all the configurations though only a few are represented here. Explanations are listed below for each.



Do not screen the official USC colors.



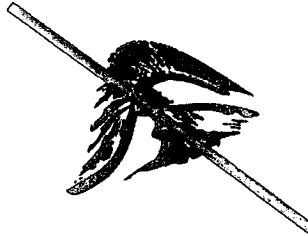
Do not use the reverse version as the positive version.



Do not print the mark in more than 1 color. Use the official USC colors only.



Do not apply drop shadows to the mark.



Do not stretch or distort the mark.



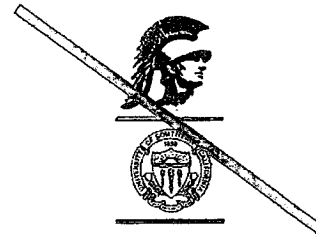
Do not overlap the mark with other marks or elements.



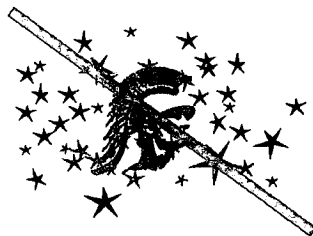
Do not resize the elements within the mark's configuration.



Do not create new configurations for the mark.



Do not create new configurations for the mark.



Do not create backgrounds that diminish the legibility of the mark.



Do not alter the typeface within the mark's configuration.



Do not flip the orientation of the mark. The Trojan Head must always face right.

Trojans Block Letters

The slab serif letterforms of the Trojans Block Letters is a popular mark for merchandise and is used for a wide range of items, especially apparel. USC students have been known as Trojans for more than eighty five years, inspired by the USC athletes who "fought like Trojans" in a 1912 track meet.

TROJANS

Staging the Trojans Block Letters:

"x" refers to the horizontal width of the mark. The minimum required staging is 1/4x (one-fourth the mark's width) on all four sides of the mark.

Staging/Proportion/Sizing

The diagram above illustrates the staging specifications for the Trojans Block Letters and its configurations. The Trojans Block Letters must be surrounded on all sides by the specified clear space to separate it distinctly from all other graphic elements. This clear space provides graphic impact and preserves equity in the Trojans Block Letters. The Trojans Block Letters should be considered as one unit, and not as separate letterforms or elements that can be manipulated individually. Its proportion should remain unaltered, and the Trojans Block Letters must be clearly legible at all times. It should never be cropped or placed on a highly textured or patterned background that will diminish legibility.

The diagram above illustrates the staging specifications for the Trojans Block Letters and its configurations.

Color/Contrast/Reverse Versions

The color variations shown here apply to the Trojans Block Letters and its configurations. All color variations should include one or both of the university's official colors, USC Cardinal and USC Gold. For these USC colors, you may use the following Pantone® Colors, the standards for which are as shown in the current edition of the Pantone Color Formula Guide: Pantone 201 for Cardinal; Pantone 123 for Gold. The background color will vary depending on each situation.

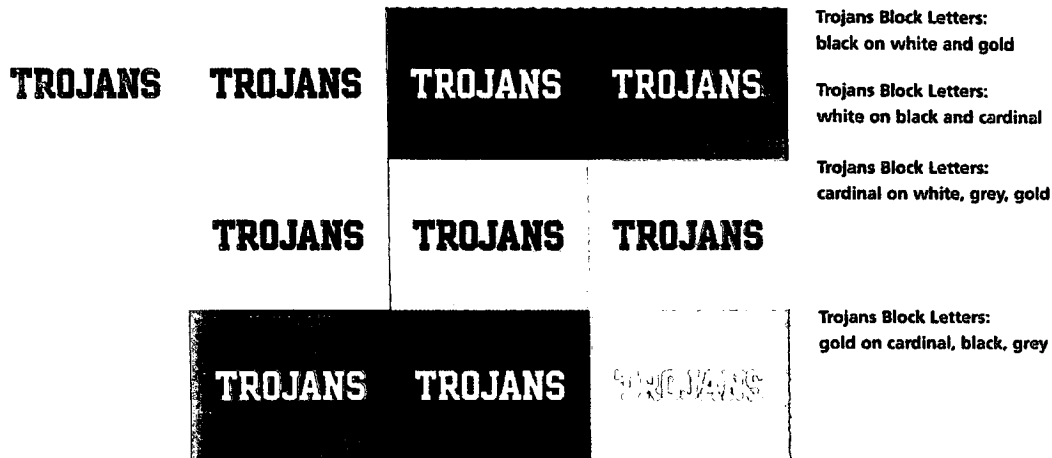
CONFIDENTIAL

OPP 02021

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The university colors should be used at 100% and not as screens. Occasionally, metallic gold or gold foil can be used. The Trojans Block Letters and each configuration may appear in one or two colors. When applying the configurations at small sizes or on different materials, use extra care to prevent small type and thin rules from filling in.



*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page are not intended to match the Pantone Color Standards.

Acceptable Configurations

Following are the acceptable configurations for the Trojans Block Letters. The Trojans Block Letters can be combined with the USC Block Letters and Trojan Head. Outline and Inline variations are also available. Each configuration is provided as artwork and should not be recreated or repositioned. The letterforms, Trojans and USC, are hand-drawn and therefore cannot be substituted with a typeface. Refer to the chapter on Reproduction Artwork for positive and reverse versions. Use only the approved reproduction sheets or digital masters.



Trojan Head/
Trojans Block Letters.pos.



Trojan Head/
Trojans Block Letters.outline.pos.



Trojan Head/
Trojans Block Letters.inline.pos.

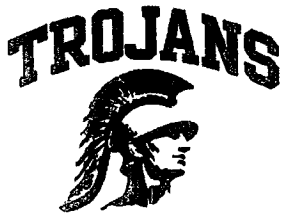
CONFIDENTIAL

OPP 02022

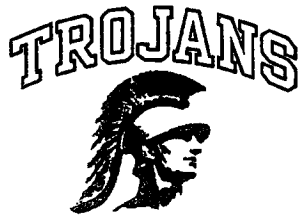
31

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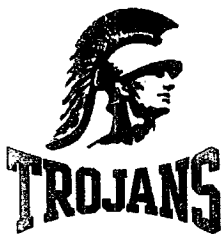
Trojans Arch Block Letters/
Trojan Head.pos.



Trojans Arch Block Letters/
Trojan Head.outline.pos.



Trojans Arch Block Letters/
Trojan Head.inline.pos.



Trojan Head/Trojans
Double Arch Block Letters.pos.



Trojan Head/Trojans
Double Arch Block Letters.outline.pos.



Trojan Head/Trojans
Double Arch Block Letters.inline.pos.



USC Arch Block Letters/
Trojans Block Letters.pos.



USC Arch Block Letters/
Trojans Block Letters.outline.pos.



USC Arch Block Letters/
Trojans Block Letters.inline.pos.



USC Block Letters/
Trojans Block Letters.pos.



USC Block Letters/
Trojans Block Letters.outline.pos.

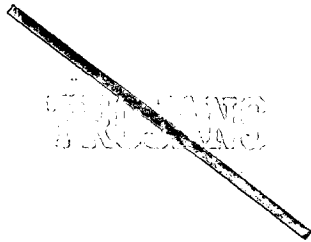


USC Block Letters/
Trojans Block Letters.inline.pos.

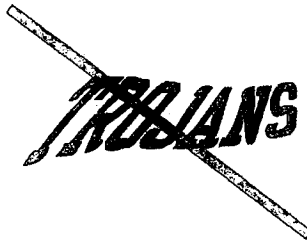
USC LICENSING MANUAL / JANUARY 1998

Examples of Incorrect Usage

Shown below are examples of incorrect usage for the Trojans Block Letters. These examples apply to all the configurations though only a few are represented here. Explanations are listed below for each.



Do not screen the official USC colors.



Do not stretch or distort the mark.



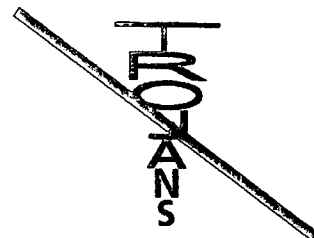
Do not create drop shadows that impair the legibility of the mark.



Do not overlap the mark with other marks or elements.



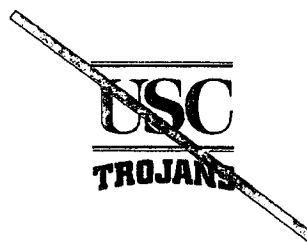
Do not reposition the letterforms within the mark.



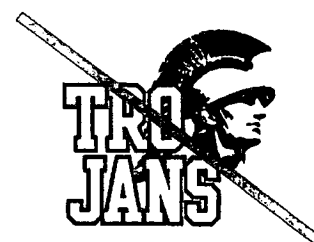
Do not alter the type or positioning of the mark.



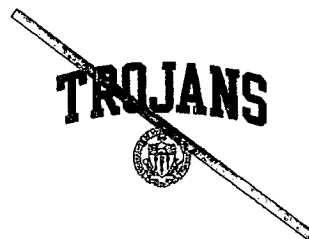
Do not rotate the letterforms within the mark.



Do not combine the mark with other elements.



Do not break up the mark and overlap it with other elements.



Do not resize the elements within the mark's configuration.



Do not alter the typeface within the mark.



Do not create backgrounds that diminish the legibility of the mark.

Athletic Marks

The USC Athletic collection is used to identify all the merchandise developed through the USC Athletic Department. These marks capture the Trojan spirit, pride and competitiveness that have been a part of the long-standing legacy of USC's athletic tradition. This chapter introduces the three official Athletic marks: the SC Interlock, the Baseball Interlock and the Trojan Football Helmet Head. You'll also find guidelines for proper usage and a description of the acceptable configurations within this chapter. Please remember that the mark "Southern Cal" is not an acceptable reference for USC's Athletic collection, and that the three marks in this chapter should be used instead. All Athletic collection marks are licensed on a limited basis. If you are not certain whether or not you have a license to use USC's Athletic collection, please contact Trademarks and Licensing Services.

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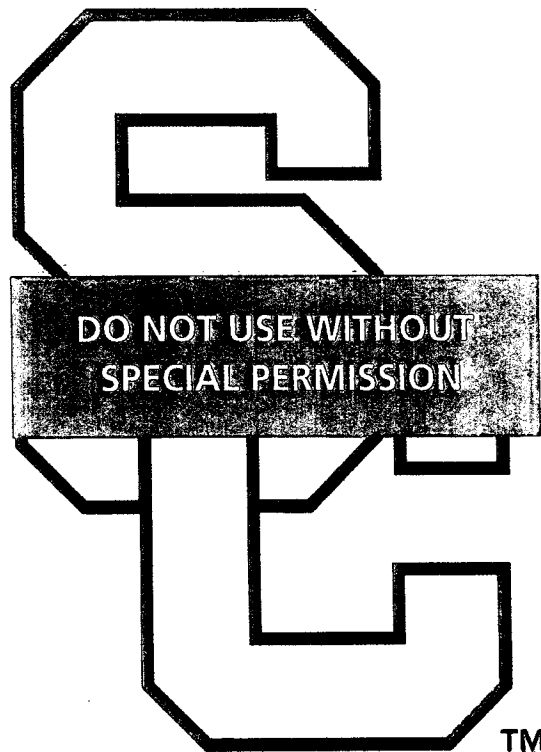
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Applicant's
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SC Interlock

The SC Interlock is the official identity of the USC Athletic programs, and, as are all of the marks in the Athletic collection, is licensed on a limited basis. It is used in conjunction with all sports teams at the university. If you are not sure whether your license includes the SC Interlock, please call USC Trademarks and Licensing Services.



Staging the SC Interlock:

"x" refers to the horizontal width of the mark. The minimum required staging is 1/2x (one-half the mark's width) on all four sides of the mark.

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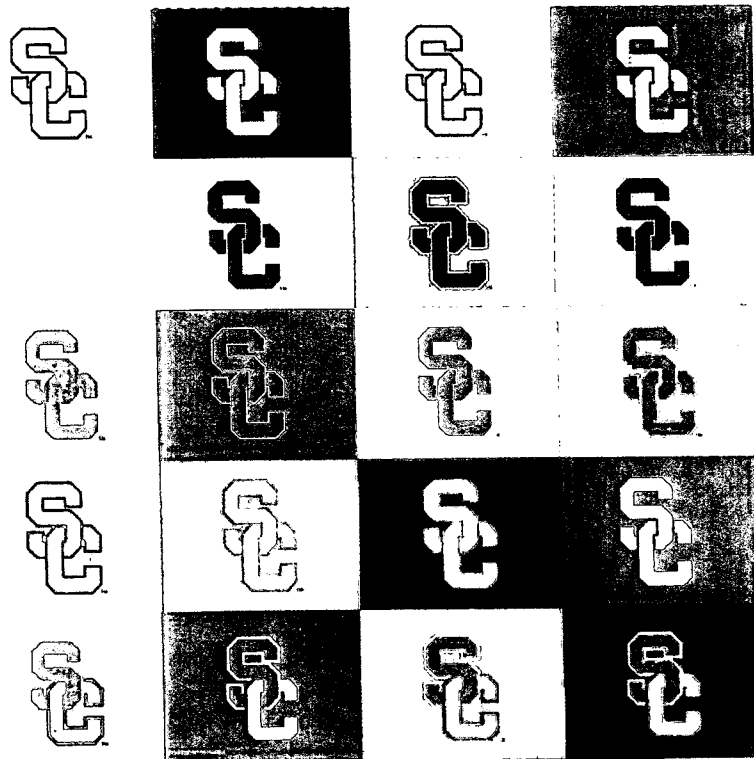
Applicant's
Ex. No. 404, Pg. No. 34

Proportion/Staging/Sizing

The diagram on the previous page illustrates the staging specifications for the SC Interlock. The SC Interlock must be surrounded on all sides by the specified clear space to separate it distinctly from all other graphic elements. This clear space provides graphic impact and preserves equity in the mark. The SC Interlock should be considered as one unit, and not as separate letterforms or elements that can be manipulated individually. Its proportion should remain unaltered, and the SC Interlock must be clearly legible at all times. It should never be cropped or placed on a highly textured or patterned background that will diminish legibility.

Color/Contrast/Reverse Versions

The color variations shown here apply to the SC Interlock. All color variations should include one or both of the university's official colors, USC Cardinal and USC Gold. For these USC colors, you may use the following Pantone® Colors, the standards for which are as shown in the current edition of the Pantone Color Formula Guide: Pantone 201 for Cardinal; Pantone 123 for Gold. The background color will vary depending on each situation. The university colors should be used at 100% and not as screens. Occasionally, metallic gold or gold foil can be used. The SC Interlock may appear in one or two colors. When applying the mark at small sizes or on different materials, use extra care to prevent fill in.



SC Interlock:
black outline with white fill on
white, black, gold, cardinal

SC Interlock:
black fill on white, grey, gold

SC Interlock:
cardinal fill with gold outline on
white, cardinal, gold, grey

SC Interlock:
gold fill with cardinal outline on
white, grey, black, cardinal

SC Interlock:
cardinal/gold combination on
white, cardinal, grey, black

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are not intended to match the Pantone
Color Standards.

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Applicant's
Ex. No. 404, Pg. No. 35

Baseball Interlock

The Baseball Interlock is the official identity of the USC varsity men's baseball team and, as are all of the marks in the Athletic collection, is licensed on a limited basis. If you are not sure whether your license includes the Baseball Interlock, please call USC Trademarks and Licensing Services.



Staging the Baseball Interlock:

"x" refers to the horizontal width of the mark. The minimum required staging is 1/2x (one-half the mark's width) on all four sides of the mark.

Proportion/Staging/Sizing

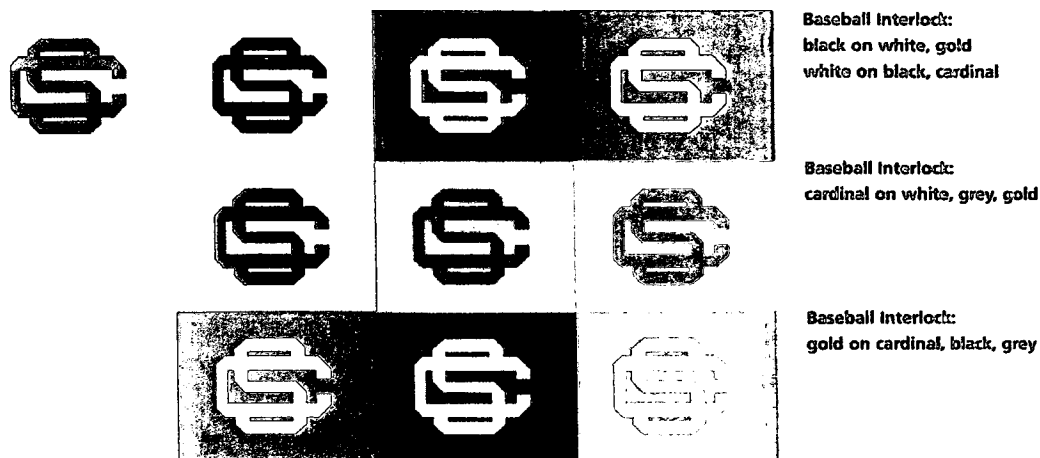
The diagram above illustrates the staging specifications for the Baseball Interlock. The Baseball Interlock must be surrounded on all sides by the specified clear space to separate it distinctly from all other graphic elements. This clear space provides graphic impact and preserves equity in the mark. The Baseball Interlock should be considered as one unit, and not as separate letterforms or elements that can be manipulated individually. Its proportion should remain

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unaltered, and the Baseball Interlock must be clearly legible at all times. It should never be cropped or placed on a highly textured or patterned background that will diminish legibility.

Color/Contrast/Reverse Versions

The color variations shown here apply to the Baseball Interlock. All color variations should include one or both of the university's official colors, USC Cardinal and USC Gold. For these USC colors, you may use the following Pantone® Colors, the standards for which are as shown in the current edition of the Pantone Color Formula Guide: Pantone 201 for Cardinal; Pantone 123 for Gold. The background color will vary depending on each situation. The university colors must be used at 100% and not as screens. Occasionally, metallic gold or gold foil can be used. The Baseball Interlock may appear in one or two colors. When applying the mark at small sizes or on different materials, use extra care to prevent fill in.



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Applicant's
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Trojan Football Helmet Head

The Trojan Football Helmet Head represents USC Football and appears on the football helmet itself, and on sidelines clothing. Two versions exist: a one-color version in gold or in cardinal, and a two-color version, in which the face of the Trojan appears in white. This mark is licensed on a limited basis. If you are not sure whether your license includes the Trojan Football Helmet Head, please call USC Trademarks and Licensing Services.



Staging the Football Trojan Head:
"x" refers to the horizontal width of
the mark. The minimum required
staging is 1/3x (one-third the mark's
width) on all four sides of the mark.

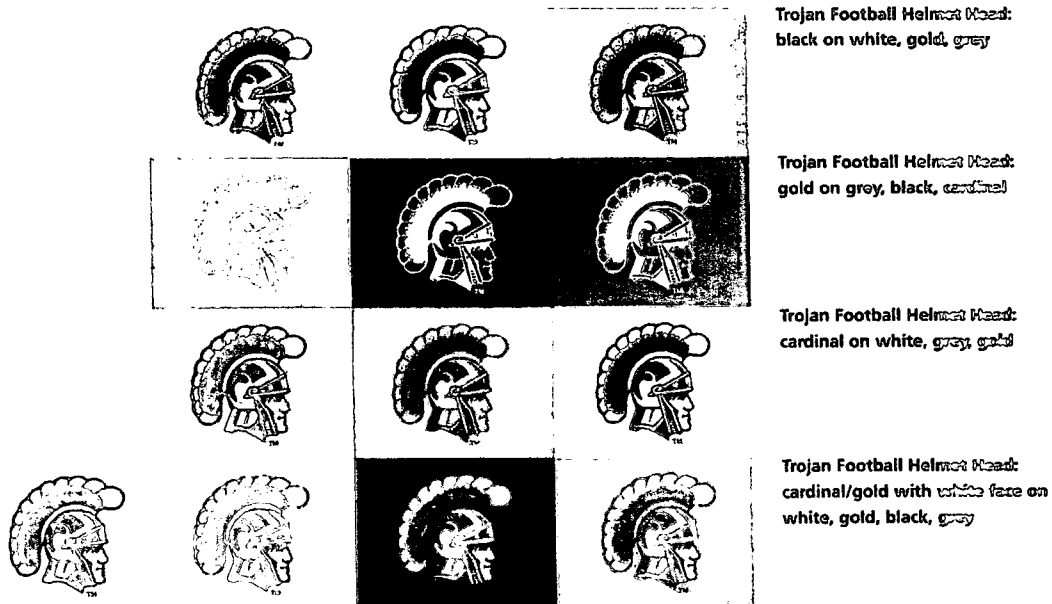
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Proportion/Staging/Sizing

The diagram on the previous page illustrates the staging specifications for the Trojan Football Helmet Head and its configurations. The Trojan Football Helmet Head must be surrounded on all sides by the specified clear space to separate it distinctly from all other graphic elements. This clear space provides graphic impact and preserves equity in the mark. The Trojan Football Helmet Head should be considered as one unit, and not as separate elements that can be manipulated individually. Its proportion should remain unaltered, and the Trojan Football Helmet Head must be clearly legible at all times. It should never be cropped or placed on a highly textured or patterned background that will diminish legibility.

Color/Contrast/Reverse Versions

The color variations shown here apply to the Trojan Football Helmet Head. All color variations should include one or both of the university's official colors, USC Cardinal and USC Gold. For these USC colors, you may use the following Pantone® Colors, the standards for which are as shown in the current edition of the Pantone Color Formula Guide: Pantone 201 for Cardinal; Pantone 123 for Gold. The background color will vary depending on each situation. The university colors should be used at 100% and not as screens. Occasionally, metallic gold or gold foil can be used. The Trojan Helmet Head may appear in one color. When applying the mark at small sizes or on different materials, use extra care to prevent fine details from filling in.



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Trojan Marching Band Marks

The USC Trojan Marching Band — The Spirit of Troy — is not only a USC institution, but a source of pride for the entire Southern California region, performing in venues ranging from USC's home venues to the Hollywood Bowl and concert halls and events throughout the world. The band gained popular acclaim when it recorded the song "Tusk" with the rock group Fleetwood Mac in 1979. "Tusk" earned the Trojan Band a platinum record, making it the only college marching band to receive such a distinction.

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Trojan Marching Band Head

The word mark, "The Spirit of Troy," and the trademark Trojan Marching Band Head are the official marks of the USC Trojan Marching Band, and are licensed on a limited basis. If you are not certain whether or not you have a license to use USC's Trojan Band collection, please contact Trademarks and Licensing Services.



Staging the Band Head:

"x" refers to the horizontal width of the mark. The minimum required staging is 1/3x (one-third the mark's width) on all four sides of the mark.

Proportion/Staging/Sizing

The diagram above illustrates the staging specifications for the Trojan Marching Band Head and its configurations. The Trojan Marching Band Head must be surrounded on all sides by the specified clear space to separate it distinctly from all other graphic elements. This clear space provides graphic impact and preserves equity in the mark. The Trojan Marching Band Head should be considered as one unit, and not as separate elements that can be manipulated individually. Its proportion should remain unaltered,

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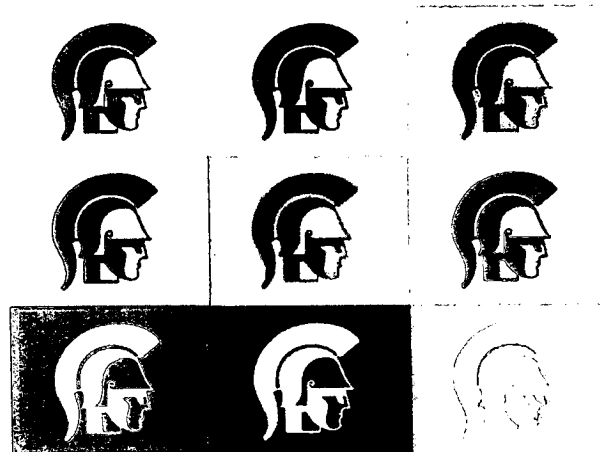
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Univ. South Carolina

Applicant's
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and the Trojan Marching Band Head must be clearly legible at all times. It should never be cropped or placed on a highly textured or patterned background that will diminish legibility.

Color/Contrast/Reverse Versions

The color variations shown here apply to the Trojan Marching Band Head. All color variations should include one or both of the university's official colors, USC Cardinal and USC Gold. For these USC colors, you may use the following Pantone® Colors, the standards for which are as shown in the current edition of the Pantone Color Formula Guide: Pantone 201 for Cardinal; Pantone 123 for Gold. The background color will vary depending on each situation. The university colors should be used at 100% and not as screens. Occasionally, metallic gold or gold foil can be used. The Trojan Marching Band Head appears in one color. When applying the mark at small sizes or on different materials, use extra care to prevent fine details from filling in.



Trojan Marching Band Head:
black on white, gold, grey

Trojan Marching Band Head:
cardinal on white, grey, gold

Trojan Marching Band Head:
gold on cardinal, black, grey

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Typography

Typography plays an important role in establishing an identity for the university. The typefaces and other visual elements you use have the ability to build the brand equity in the institution when used correctly and consistently.

This chapter outlines the proper usage of USC's official typefaces: Caslon 540, Frutiger and Fullblock. These typeface families express the classical, academic, spirited and collegiate qualities that contribute to the university's unique identity. As a whole, the attributes and various weights of these serif and sans serif typefaces will provide you with the flexibility to communicate in all areas of merchandise.

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Recommended Letterforms

Following are the official typefaces used in typesetting the university name: the Caslon 540, Frutiger and Fullblock type families. Consistent use of these typefaces for other messages reinforces the university's identity.

A b

Typeface: Caslon 540 Roman

Caslon 540

Caslon 540 is the designated serif typeface for the university. Its Roman and Italic versions are used to communicate USC's classic and academic qualities.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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Applicant's
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Frutiger

Frutiger is the designated sans serif typeface for the university. It complements Caslon 540 by communicating spirit and friendliness. Frutiger can be typeset in upper and lowercase or all caps. Use the Roman, Light, Bold or Black versions of the typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Fullblock

The Fullblock Five to Eight Solid typeface has been added to the USC type family because of its collegiate quality and prominence in university merchandise. It is only available in all caps. The typeface is shown below.

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

Reproduction and Typesetting Guidelines

Avoid reproducing the university name at very small sizes that cause the type to fill in. Always maintain the quality and legibility of the original typeface.

The university name should be considered as one unit, and not as separate letterforms that can be manipulated individually. Avoid distorting letterforms. The alphabets have been designed with horizontal and vertical proportions that maximize legibility; artificially condensing or extending their shapes will hinder the impact of the message. Never italicize letterforms that do not have a designated italic form.

It is essential that the university name be clearly legible at all times. It should never be cropped or placed on a highly textured or patterned background that will diminish legibility.

Shown below are some acceptable settings for the university name.

Color/Contrast/Reverse Versions

The color variations shown here apply to all of the official typefaces. All color variations should include one or both of the university's official colors, USC Cardinal and USC Gold. For these USC colors, you may use the following Pantone® Colors, the standards for which are as shown in the current edition of the Pantone Color Formula Guide: Pantone 201 for Cardinal; Pantone 123 for Gold. The background color will vary depending on each situation. The university colors should be used at 100% and not as screens. Occasionally, metallic gold or gold foil can be used. When applying the typefaces at small sizes or on different materials, use extra care to prevent small type, thin letterforms or serifs from filling in.

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University of Southern California

University of Southern California

University of Southern California

UNIVERSITY OF SOUTHERN CALIFORNIA

University of Southern California

UNIVERSITY OF SOUTHERN CALIFORNIA

UNIVERSITY OF
SOUTHERN CALIFORNIA

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Examples of Incorrect Usage

Shown below are examples of incorrect usage for the university name. Explanations are listed below for each.

University of Southern California

Do not use overly fanciful typefaces.

UNIVERSITY OF SOUTHERN CALIFORNIA

Do not crop *University of Southern California*.

UNIVERSITY OF SOUTHERN CALIFORNIA

Do not distort the type.

SOUTHERN CAL

Do not screen the official USC colors.

Do not abbreviate *University of Southern California*.

UNIVERSITY OF SOUTHERN CALIFORNIA

Do not distort the type.

UNIVERSITY OF SOUTHERN CALIFORNIA

Do not overlap type with marks or other elements.

UNIVERSITY OF SOUTHERN CALIFORNIA

Do not break up *University of Southern California* with marks or other elements.

University of Southern California

Do not create backgrounds that diminish the legibility of type.

UNIVERSITY OF SOUTHERN CALIFORNIA

Do not create drop shadows that impair the legibility of the type.

University of Southern California
USC

Do not rotate type or place it on a curve.

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The Independent Labeling Program

Universities that run their own licensing programs recognize the benefits of a label to identify collegiate merchandise as licensed, but are cognizant of the licensees' difficulties should each institution request its own label. Thus, USC and many other universities with independent licensing programs have joined together under the Independent Labeling Program — a joint labeling program that uses one common label known as the Collegiate Licensed Product label. USC, as each participating university, is responsible for supplying artwork for the label and information about the program to its own licensees.

USC licensees should direct questions about the Independent Labeling Program, participating universities, or use of the Collegiate Licensed Product label to USC Trademarks and Licensing Services.

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Common Questions

The following questions and answers provide additional guidance for using the label.

I'm a licensee based in Southern California and I will not be using large amounts of labels. May I purchase them locally?

Yes. University of Southern California label stickers and hang tags are available from USC Trademarks and Licensing Services, and are a labeling solution for licensees who wish to quickly and easily purchase small (1,000 or fewer) quantities of labels.

Does the label have to be reproduced in red and blue?

Some Independent Labeling Program universities have had requests from their licensees to modify the label color to black or blue. The Independent Labeling Program prefers that the label remain in the red and blue color scheme. However, the Independent Labeling Program acknowledges that the label design itself is more important than the color, and will accept reproductions of the label in a single color, black or blue.

Does the label have to appear on products other than wearing apparel and large products? What about small items?

For small items such as class rings and novelties, the label does not need to be affixed to the merchandise, but should be included on the product display, the packaging, or point-of-purchase support material such as a brochure. A 1" x 1 1/2" sticker label is available, which will work for many small applications.

May other labels be included in addition to the Independent Labeling Program's label on a single hangtag?

Some licensees would like to produce just one hangtag that would include all the labels associated with their various licenses. The Independent Labeling Program will allow its Collegiate Licensed Product label to be included on a single hangtag along with other collective licensing organizations, but NOT with any customized labels required to be used on individual universities' licensed products. Since the Independent Labeling Program label is a group label — it collectively represents what otherwise would certainly be hundreds of individual labels — the requirement of individual schools to require a unique label is antithetical to the concept of cooperation of licensors for the good of the collegiate licensed products industry.

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I am a licensee who chooses to have my company name imprinted upon the labels and/or hangtags that are placed on my products. May I use this form of company identification to fulfill USC's requirement that every licensee clearly depict its identity on the neck label (for apparel) or on another prominent location?

No. USC requires that every licensee must clearly indicate its identity on every product, AND bear a collegiate licensed product label.

Label Manufacturers

Licensees may use any label manufacturer who can reproduce the Independent Program label according to required specifications. The following is a preferred label manufacturer who already has the artwork for the Independent Labeling Program label, and can produce hangtags and/or stickers in a variety of sizes, quantities, and prices:

Bankers Advertising Company
BOX 2060
Iowa City IA 52244
Phone (319) 354-1020
Fax (800) 377-3629

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Applicant's
Ex. No. 404, Pg. No. 50

Reproduction Artwork

The following pages contain reproduction artwork for the USC Academic, Spirit, Athletic and Band marks and configurations.

This artwork has been created with you, the user, and the types of merchandise used, in mind. Artwork may be enlarged or reduced, but should not be altered in any other way. Digital masters of all artwork are available by contacting the USC Trademarks and Licensing Services Office.

Additional copies of these reproduction sheets and color chips are available by contacting USC Trademarks and Licensing Services. Unauthorized use of these official marks outside the university is prohibited.

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Applicant's
Ex. No. 404, Pg. No. 51

Color Chip Sheet for USC Gold (or the Pantone equivalent Pantone 123C)

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USC Gold
on matte coated paper

USC Gold
on matte coated paper

USC Gold
on matte coated paper

USC Gold
on matte coated paper

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USC Gold
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CONFIDENTIAL

USC Gold
on matte coated paper

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USC Gold
on matte coated paper

OPP 02044

USC Gold
on matte coated paper

USC Gold
on matte coated paper

USC Gold
on matte coated paper

USC Gold
on matte coated paper

USC Gold
on matte coated paper

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Univ. South Carolina

Applicant's
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Color Chip Sheet for USC Cardinal (or the Pantone equivalent Pantone 201C)

Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page are not intended to match the Pantone Color Standards.

USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper
USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper
USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper
USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper
USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper
USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper
USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper
USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper
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USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper	USC Cardinal on matte coated paper

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Independent Labeling Program

This label is to be used for the identification of merchandise licensed by participating schools. Any use of this label on unlicensed merchandise is prohibited. A list of participating schools is available by contacting:

The University of Iowa Licensing Program
 412 Carver Hawkeye Arena
 Iowa City, Iowa 52242-1020
 319/354-5309



SAMPLE WITH COMPANY IMPRINT



RED - PMS #200



BLUE - PMS #287



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OPP 02046



Reproduction Artwork



Monogram, large, pos.
For large-size positive reproduction down to, and including 1" in Monogram width (measure at rule)

Monogram, small, pos.
For small-size positive reproduction below 1" in width



Monogram/Univ Name, large, vert. pos.
For large-size positive reproduction down to, and including 1" in University Name width (measure at rule)

Monogram/Univ Name, small, vert. pos.
For small-size positive reproduction below 1" in width



Trojan Head/Monogram, large, vert. pos.
For large-size positive reproduction down to, and including 1" in Monogram width (measure at rule)

Trojan Head/Monogram, small, vert. pos.
For small-size positive reproduction below 1" in width



Monogram, large, rev.
For large-size reverse reproduction down to, and including 1-1/8" width

Monogram, small, rev.
For small-size reverse reproduction below 1-1/8" in width



Monogram/Univ Name, large, vert. rev.
For large-size reverse reproduction down to, and including 1-1/4" in width

Monogram/Univ Name, small, vert. rev.
For small-size reverse reproduction below 1-1/4" in width

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Trojan Head/Monogram, large, vert. rev.
For large-size reverse reproduction down to, and including 1-1/4" in width

Trojan Head/Monogram, small, vert. rev.
For small-size reverse reproduction below 1-1/4" in width

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Reproduction Artwork



Univ Seal/Monogram.large.vert.pos.
For large-size positive reproduction down to, and including 1" in Monogram width (measure at rule)

Univ Seal/Monogram.small.vert.pos.
For small-size positive reproduction below 1" in width



Univ Seal/Univ Name.large.vert.pos.
For large-size positive reproduction down to, and including 1" in University Name width (measure at rule)

Univ Seal/Univ Name.small.vert.pos.
For small-size positive reproduction below 1" in width



Univ Seal/Monogram.large.vert.rev.
For large-size reverse reproduction down to, and including 1-1/8" in width

Univ Seal/Monogram.small.vert.rev.
For small-size reverse reproduction below 1-1/8" in width

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Univ Seal/Univ Name.large.vert.rev.
For large-size reverse reproduction down to, and including 1-1/4" in width

Univ Seal/Univ Name.small.vert.rev.
For small-size reverse reproduction below 1-1/4" in width

Reproduction Artwork

USC
TROJANS

USC
TROJANS

USC
TROJANS

USC Block Letters/Trojans Block Letters.pos.

USC Block Letters/Trojans Block Letters/outline.pos.

USC Block Letters/Trojans Block Letters/inline.pos.

USC
TROJANS

USC
TROJANS

USC
TROJANS

USC Arch Block Letters/Trojans Block Letters.pos.

USC Arch Block Letters/Trojans Block Letters/outline.pos.

USC Arch Block Letters/Trojans Block Letters/inline.pos.

USC
TROJANS

USC
TROJANS

USC
TROJANS

USC Block Letters/Trojans Block Letters.rev.

USC Block Letters/Trojans Block Letters/outline.rev.

USC Block Letters/Trojans Block Letters/inline.rev.

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USC Arch Block Letters/Trojans Block Letters.rev.

USC Arch Block Letters/Trojans Block Letters/outline.rev.

USC Arch Block Letters/Trojans Block Letters/inline.rev.

OPP 02049

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Applicant's
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Reproduction Artwork



UNIVERSITY OF
SOUTHERN CALIFORNIA



UNIVERSITY OF
SOUTHERN CALIFORNIA

Univ Seal/Univ Name.large.horiz.pos.
For large-size positive reproduction down to,
and including 3/4" in Seal height

Univ Seal/Univ Name.small.horiz.pos.
For small-size positive reproduction below
3/4" in height



UNIVERSITY OF
SOUTHERN CALIFORNIA



UNIVERSITY OF
SOUTHERN CALIFORNIA

Monogram/Univ Name.large.horiz.pos.
For large-size positive reproduction down to,
and including 1" in Monogram width
(measure at rule)

Monogram/Univ Name.small.horiz.pos.
For small-size positive reproduction below
1" in width



UNIVERSITY OF
SOUTHERN CALIFORNIA



UNIVERSITY OF
SOUTHERN CALIFORNIA

Trojan Head/Univ Name.large.horiz.pos.
For large-size positive reproduction down to,
and including 3/4" in Trojan head height

Trojan Head/Univ Name.small.horiz.pos.
For small-size positive reproduction below
3/4" in height

CONFIDENTIAL

OPP 02050



UNIVERSITY OF
SOUTHERN CALIFORNIA



UNIVERSITY OF
SOUTHERN CALIFORNIA

Univ Seal/Univ Name.large.horiz.rev.
For large-size reverse reproduction down to,
and including 7/8" in height

Univ Seal/Univ Name.small.horiz.rev.
For small-size reverse reproduction below
7/8" in height



UNIVERSITY OF
SOUTHERN CALIFORNIA



UNIVERSITY OF
SOUTHERN CALIFORNIA

Monogram/Univ Name.large.horiz.rev.
For large-size reverse reproduction down to,
and including 1-1/8" in width

Monogram/Univ Name.small.horiz.rev.
For small-size reverse reproduction below
1-1/8" in width



UNIVERSITY OF
SOUTHERN CALIFORNIA



UNIVERSITY OF
SOUTHERN CALIFORNIA

Trojan Head/Univ Name.large.horiz.rev.
For large-size reverse reproduction down to,
but not including 7/8" in height

Trojan Head/Univ Name.small.horiz.rev.
For small-size reverse reproduction below
7/8" in height

Opposition No. 91125615
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Univ. South Carolina

Applicant's
Ex. No. 404, Pg. No. 58

Reproduction Artwork

USC



USC



USC



USC Arch Block Letters/
Univ Seal.pos.

USC Arch Block Letters/
Univ Seal.outline.pos.

USC Arch Block Letters/
Univ Seal.inline.pos.

USC



USC



USC



USC Arch Block Letters/
Trojan Head.pos.

USC Arch Block Letters/
Trojan Head.outline.pos.

USC Arch Block Letters/
Trojan Head.inline.pos.

CONFIDENTIAL

OPP 02051

USC



USC



USC



USC Arch Block Letters/
Univ Seal.rev.

USC Arch Block Letters/
Univ Seal.outline.rev.

USC Arch Block Letters/
Univ Seal.inline.rev.

USC



USC



USC



USC Arch Block Letters/
Trojan Head.rev.

USC Arch Block Letters/
Trojan Head.outline.rev.

USC Arch Block Letters/
Trojan Head.inline.rev.

Opposition No. 91125615
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Applicant's
Ex. No. 404, Pg. No. 59

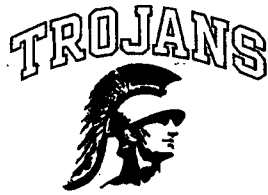
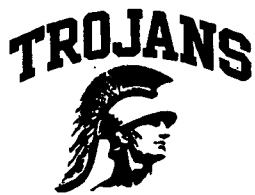
Reproduction Artwork



Trojan Head/Trojans Block Letters.pos.

Trojan Head/Trojans Block Letters/
outline.pos.

Trojan Head/Trojans Block Letters/
inline.pos.



Trojans Arch Block Letters/
Trojan Head.pos.

Trojans Arch Block Letters/
Trojan Head/outline.pos.

Trojans Arch Block Letters/
Trojan Head/inline.pos.

CONFIDENTIAL

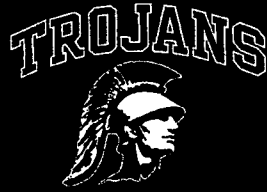
OPP 02052



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inline.rev.

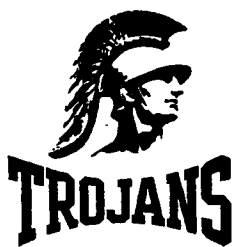


Trojans Arch Block Letters/
Trojan Head.rev.

Trojans Arch Block Letters/
Trojan Head/outline.rev.

Trojans Arch Block Letters/
Trojan Head/inline.rev.

Reproduction Artwork



Trojans Double Arch Block Letters/
Trojan Head.pos.

Trojans Double Arch Block Letters/
Trojan Head/outline.pos.

Trojans Double Arch Block Letters/
Trojan Head/inline.pos.



Trojans Double Arch Block Letters/
Trojan Head.rev.

Trojans Double Arch Block Letters/
Trojan Head/outline.rev.

Trojans Double Arch Block Letters/
Trojan Head/inline.rev.

CONFIDENTIAL

OPP 02053

Opposition No. 91125615
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Univ. South Carolina

Applicant's
Ex. No. 404, Pg. No. 61

Color Separations

USC
TROJANS

USC Block Letters/Trojans Block
Letters/outline.pos.

USC
TROJANS

USC
TROJANS

USC
TROJANS

USC
TROJANS

USC Block Letters/Trojans Block
Letters/inline.pos.

USC
TROJANS

USC
TROJANS

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Univ. South Carolina

Applicant's
Ex. No. 404, Pg. No. 62

Color Separations

USC
TROJANS

USC Arch Block Letters/Trojans
Block Letters/outline.pos.

⊕
USC
TROJANS
⊕

⊕
USC
TROJANS
⊕

⊕
USC
TROJANS
⊕

⊕
USC
TROJANS
⊕

USC Arch Block Letters/Trojans
Block Letters/inline.pos.

⊕
USC
TROJANS
⊕

⊕
USC
TROJANS
⊕

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OPP 02055

Opposition No. 91125615
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Applicant's
Ex. No. 404, Pg. No. 63

Color Separations

USC



USC Arch Block Letters/
Univ Seal/outline.pos.

USC

USC



USC

USC



USC Arch Block Letters/
Univ Seal/inline.pos.

USC

USC



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Applicant's
Ex. No. 404, Pg. No. 64

Color Separations



USC Arch Block Letters/Trojan
Head/outline.pos.



USC Arch Block Letters/Trojan
Head/outline.rev.



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OPP 02057

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Univ. South Carolina

Applicant's
Ex. No. 404, Pg. No. 65

Color Separations

USC



USC Arch Block Letters/Trojan
Head/inline.pos.

USC

USC

USC



USC



USC Arch Block Letters/Trojan
Head/inline.rev

CONFIDENTIAL

OPP 02058

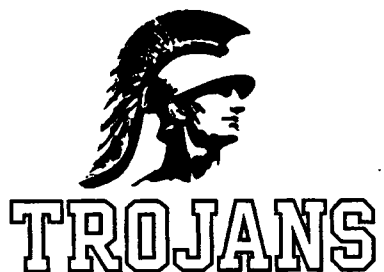
USC

USC

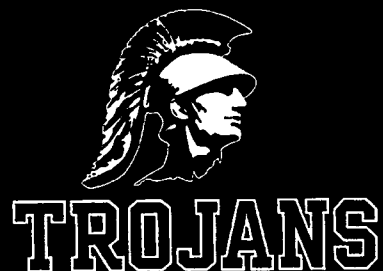
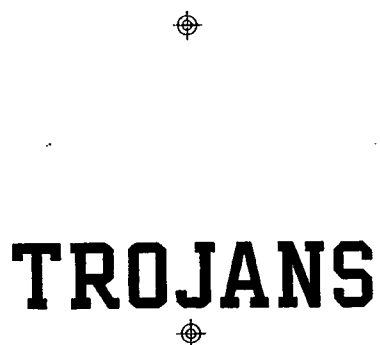
USC



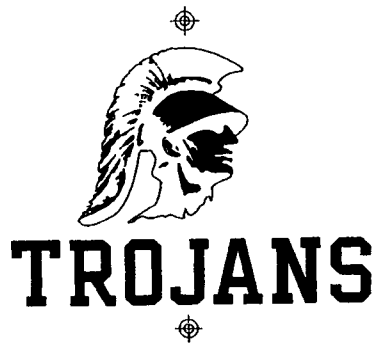
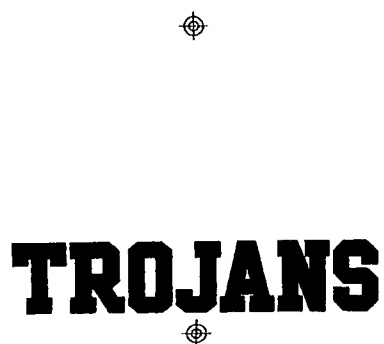
Color Separations



Trojans Block Letters/Trojan
Head/outline.pos.



Trojans Block Letters/Trojan
Head/outline.rev.



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OPP 02059

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OPP 02060

Opposition No. 91125615
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Univ. South Carolina

Applicant's
Ex. No. 404, Pg. No. 68

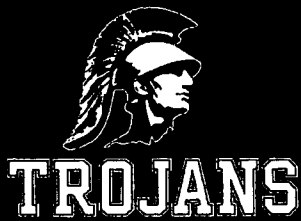
Color Separations



Trojans Block Letters/Trojan
Head/inline.pos.

TROJANS

TROJANS



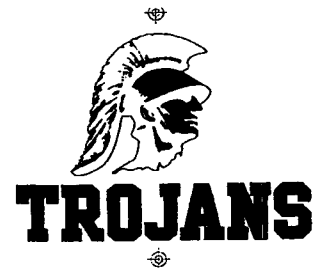
Trojans Block Letters/Trojan
Head/inline.rev.

CONFIDENTIAL

OPP 02061

TROJANS

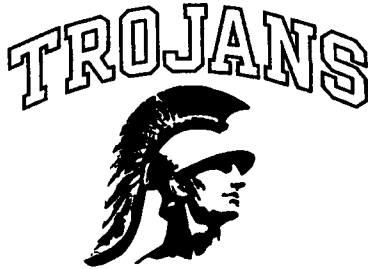
TROJANS



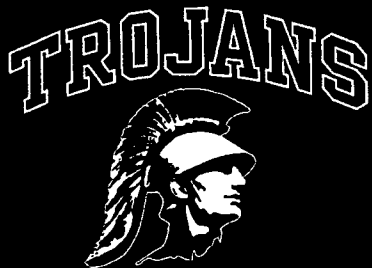
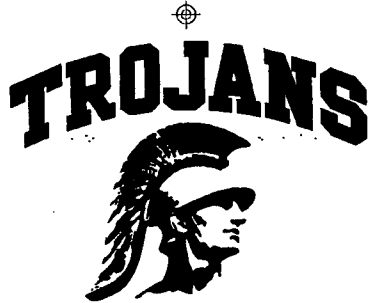
Opposition No. 91125615
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Univ. South Carolina

Applicant's
Ex. No. 404, Pg. No. 69

Color Separations



Trojans Arch Block Letters/Trojan
Head/outline.pos.



Trojans Arch Block Letters/Trojan
Head/outline.rev.



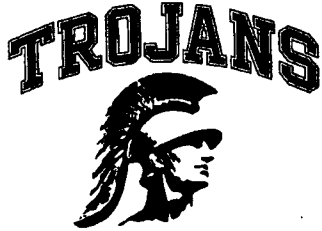
CONFIDENTIAL

OPP 02062

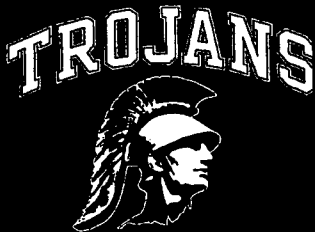
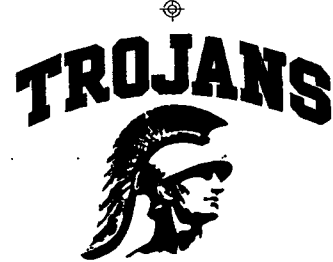
Opposition No. 91125615
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Univ. South Carolina

Applicant's
Ex. No. 404, Pg. No. 70

Color Separations



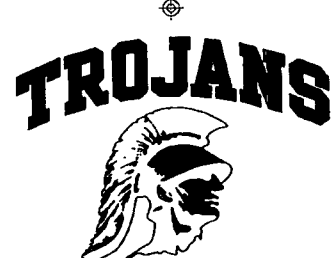
Trojans Arch Block Letters/
Trojan Head/inline.pos.



Trojans Arch Block Letters/
Trojan Head/inline.rev.

CONFIDENTIAL

OPP 02063



Color Separations



Trojans Double Arch Block
Letters/Trojan Head/outline.pos.



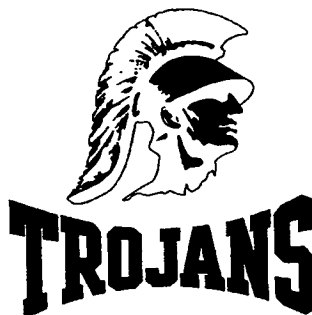
TROJANS



Trojans Double Arch Block
Letters/Trojan Head/outline.rev.



TROJANS



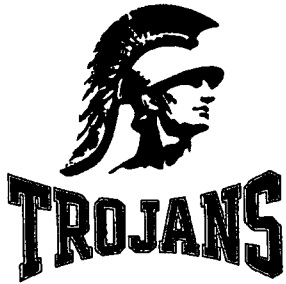
CONFIDENTIAL

OPP 02064

Opposition No. 91125615
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Applicant's
Ex. No. 404, Pg. No. 72

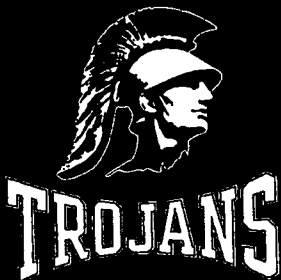
Color Separations



Trojans Double Arch Block
Letters/Trojan Head/inline.pos.

TROJANS

TROJANS



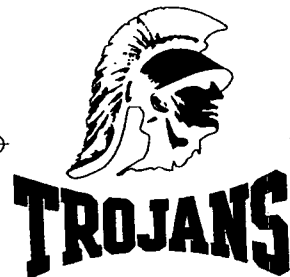
Trojans Double Arch Block
Letters/Trojan Head/inline.rev.

CONFIDENTIAL

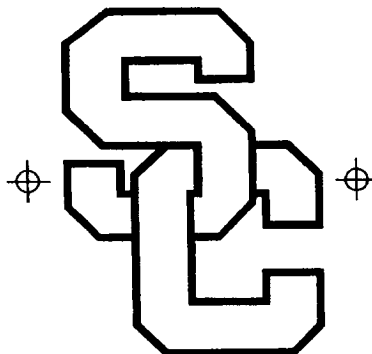
OPP 02065

TROJANS

TROJANS

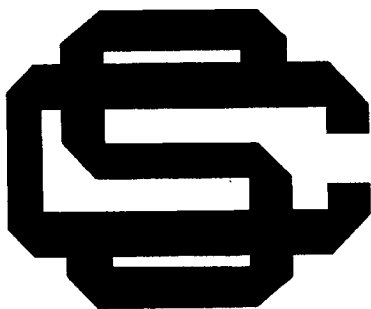


Reproduction Artwork



SC Interlock

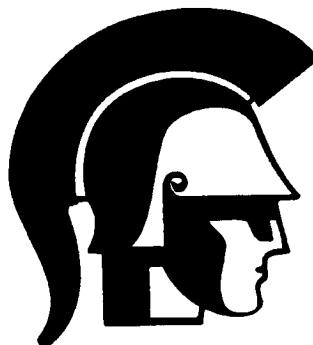
SC Interlock
Outline



Baseball Interlock



Football Trojan Helmet Head



Trojan Marching Band Head

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OPP 02066

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**A Focus Group Study Among Seven USC Constituencies
To Develop
DESIGN CRITERIA FOR
A GRAPHIC IDENTITY SYSTEM
for the
UNIVERSITY OF SOUTHERN CALIFORNIA**

Prepared By

**Bass Yager & Associates
7039 Sunset Boulevard
Los Angeles, California 90028**

December 15, 1994

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**Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina**

**Applicant's
Ex. No. 405, Pg. No. 1**

OPP 02157

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Study Background And Purpose

This study, which is part of the first phase of the development of a new University identity, was commissioned by the University of Southern California for purposes of understanding its current graphic identity system and the control practices utilized in USC publications, official documents, etc.. More specifically, opinions regarding the three elements which comprise the identity system (the Logotype, the Trojan Head, and the University Seal) have been gathered as a basis for developing design criteria for the new identity system.

Qualitative methodology has been employed. Seven representative USC constituencies attended focus groups discussions on the following dates:

▪ Trustees/Public Affairs	November 10, 1994
▪ Students	November 11, 1994
▪ Administrative/Staff	November 17, 1994
▪ Major Donors	November 29, 1994
▪ Deans	November 29, 1994
▪ Alumni	November 30, 1994
▪ Faculty	November 30, 1994

Participants were recruited by Dr. Jane G. Pisano and members of her External Relations staff. In total, 72 representatives from various USC constituencies participated in this series of focus group discussions. Also present at most sessions was a representative of Dr. Pisano's staff.

Focus group sessions were moderated by executives of Bass Yager & Associates. In each of the groups, participants were asked the following basic questions as a springboard to discussion.

- 1) How do you think the general public perceives USC? What observations have led you to your opinion?
- 2) Do you believe this public perception is accurate? If not, how would you like to see it changed?
- 3) The current USC identity system consists of three elements (as shown on these boards) the USC Logotype, the University Seal and the Trojan Warrior Head. As we look at each element on these boards, please tell us how each of these contributes to communicating specific USC attributes.
- 4) In what way do these attributes contribute to, or detract from projecting the desired image of the University?
- 5) We realize that University traditions have considerable value and that the cardinal and gold colors are a tradition. However some people have suggested that these colors are old fashioned and contribute to a dated image. What is the value in this instance of maintaining tradition versus moving toward new, appropriate and contemporary color signals?

- 6) One of the benefits of an identity system is the focus on one primary logotype for clarity of communication. Currently the University makes use of both "USC" and "SC". Do you find this troubling?
- 7) The current identity system makes provisions for the addition of the marks of University schools or departments within the frame above the logotype. Do you believe this feature is important, or should the additional graphic ikons be limited to the University Seal and Trojan Head?
- 8) One of the caveats of an identity system is that it is only as good as the control of its use. Control allows you to maintain a clear identity signal to the public. However in a University setting there are many who want to have freedom of graphic expression. What do you think is more important, strict control of identity usage or freedom of expression?
- 9) As we approach the year 2000, how would you like to see USC perceived by the public? What would be the ideal image for the University?
- 10) If USC were given a free 10 second prime time TV commercial on a national network, what would you say about the University?

Format Of The Report

This report includes a summary of study findings as well as individual analyses of each of the focus groups sessions. A thorough review of each individual group analysis is suggested in order to gain full value from this research.

This research is based on focus groups. Study findings are, as a result, suggestive and not absolutely conclusive. Focus group research provides a means to test possible reactions and perceptions, as opposed to quantitative research methodologies which better permit statistical projections of findings to a given population of interest. As a result, caution should be exercised in the interpretation and projection of study results to the applicator population.

SUMMARY OF FINDINGS

The Summary of Findings is not a definitive conclusion to our study. Rather, it is the foundation from which we develop the design criteria that will guide us in the creation of a new identity system for the University of Southern California. Consequently, this section should not be construed as intending to provide answers for each and every consideration raised in our focus group discussions.

The issues have been divided into two categories, Image issues and Identity System issues. Not all issues are susceptible to being addressed by the new identity system.

Image Issues

1. Prominent Stature of the University

The University of Southern California is the oldest, private university in the western United States. Originally established in 1880, USC has a long standing tradition of excellence, in both academics and athletics. This rich heritage is a tremendous draw for the University, both domestically and internationally. Consequently, the new identity system should reflect the stature of the University and its programs.

2. Quality of the University

USC is ranked in the top 1% of research universities in the United States and its recent Nobel Laureate reaffirms this rank. USC has more professional schools than most institutions with standards of quality which are consistently high. Yet the majority of people still see USC as having only one or two strong professional schools (i.e. Cinema and Business). This is a false perception which participants in our focus groups would like to see disappear. As for the undergraduate program, they feel it is underrated. Undergraduates at USC receive a practical education from professors who have a large amount of experience in their respective fields.

3. Responsive to Constituencies

The new identity should have across the board appeal to the constituencies which make up USC. No group affiliated with the University should feel as if they aren't somehow covered under the umbrella of the new identity system. This issue specifically relates to the "SC" monogram, which is considered to be the monogram of the athletic department, and if it were accepted as the official monogram, many in our groups stated that they would feel that they weren't being properly represented. Therefore the new identity system must be broad in scope; a system which represents the entire institution.

4. Internationalization/Diversity

USC has the largest number of foreign students of any major university. Situated in Los Angeles, it is fast becoming a cultural hub, linking Asia and Europe. Additionally, the multi-ethnic, diverse composition of the campus creates a very balanced, progressive environment for students. As USC moves quickly toward the future, its hopes are to "build USC's strong international base of alumni, students, and established relationships and Southern California's position as an international center to enhance future global opportunities for education, research, and career development." (Initiative 4, *The Strategic Plan of the University of Southern California*).

5. Location

False impressions abound regarding the safety of USC's location. The majority of people associate USC with Watts, or imagine that the campus is somehow part of South Central Los Angeles. The reality is quite different, statistics rank USC's district as being the second lowest crime area in Los Angeles. Yet people still have this negative image of USC with respect to its location. This is truly a serious image problem with which the University must cope.

6. Community Outreach

USC is not an island. In fact, USC students have a long tradition of active involvement in community outreach programs and public service, not only to augment their courses of study, but also to strengthen USC's ties with its immediate, local neighborhood. As our "community" becomes increasingly global, it is important that USC's identity elements adapt easily to uses that involve the community at large. Any hint of insularity would only serve to detract from USC's mission of growth, enrichment and globalization.

Identity System Issues

1. **Monogram -- USC vs. SC**

Given the question --If you had to choose one identity to exclusively represent the entire University, which would it be? --participants in six of the seven groups selected "USC". In this way, participants felt that the entire "University" would be represented in the monogram. Whereas only the athletic department and its teams are duly represented by the "SC" monogram.

However the above question is impractical, since it does not take into consideration the fact that current contracts between USC's athletic department and Nike require a commitment to the "SC" for some time. Moreover, the greatest amount of free exposure given USC is through televised athletic events. As it stands now, SC is the choice of USC's athletic teams. Therefore, it is hard, if not impossible to divest one's equity in the SC monogram.

Consequently, we recommend a standardization of the two systems. During the course of our study, we researched the identity systems of the two, top sellers in terms of marketing university products --Michigan and Notre Dame. What we found were systems which had succeeded in standardizing their "athletic identities". In the case of Notre Dame, the athletic "ND" is consistent in all its applications, as is Michigan's "M". Consequently, this would suggest that a university can support two identities --for the purposes of this document, we will call them the "academic" and "athletic" identities.

Furthermore, in standardizing the two monograms, "USC" and "SC", the University may then issue guidelines to control the use of each monogram. We suggest that the new identity system include guidelines to govern the use of the "SC" monogram in relation to the new identity. We believe that the Athletic Department and its team should have exclusive rights to the "SC" monogram. No one outside the Athletic Department, therefore, should be able to use the "SC" monogram. Consequently there should be no more academic or university publications entitled SCampus or SC Family. Such publications would have to be renamed incorporating the "USC" monogram.

In terms of overall system control, this clear delineation between the athletic and academic identities will allow for greater overall control. Explicit guidelines, once created, will also reduce current confusion, since the "official" monogram of the University will become "USC".

As a long term strategy, this may prove to be the most effective course of action, in that, with time, one identity may rise to the forefront as the identity of choice. And the current dilemma may simply disappear.

2. Official Seal of the University

The Focus groups were essentially unanimous in feeling that the approved Seal effectively represents the formal, academic side of USC and that it should remain an important part of the identity system. There is some thought that it should be slightly modified to strengthen the "1880", to emphasize the fact that USC is the oldest private university in the western United States.

3. Trojan Warrior Head

Like the Seal, the Trojan Warrior Head is an immutable part of USC's history and identity. However, the Trojan is seen by all groups as primarily an athletic mascot and/or figurehead. There was a general consensus that there should be across-the-board consistency in the way the figure is shown, that one official version of the Trojan should be decided upon or developed, and that there should eventually be tight controls governing its use.

4. Full Name —The University of Southern California

It appears that the full name of the University has not heretofore been a part of the "official" identity system. Incorporating the full, proper name and establishing acceptable typographic styling within the identity system was seen by all groups as an issue of major importance.

5. Colors --Cardinal and Gold

Perhaps no question brought a greater outcry than the one regarding University colors. It was unthinkable to all participants to consider any change in the colors. They simply must remain Cardinal and Gold. There was, however, strong agreement that there are far too many variations on the theme of Cardinal and Gold. A critical part of the identity system then becomes the development of strong color guidelines and real-world ways to control the colors as they are applied across many media: print, TV, signage, vehicles, advertising, as well as stitched, silk-screened, woven and printed onto merchandise.

6. Relationship of University Identity to Other Identities

Though the seven groups did not reach absolute consensus on the issue of the schools using their own symbols, there was agreement that the identity system needs to allow for the possibility of an appropriate unit identity in addition to or in conjunction with the overall USC identity umbrella. An important part of our design thinking, then, will be to establish graphic standards which will allow the individual schools, departments, centers, etc. to utilize an individual identification element within the overall identity system.

7. Control of the Identity System

When asked which was more important, freedom of graphic expression or strict control of identity, all felt there was much to gain by establishing strong controls. Though not a formalized part of the original identity charter, we believe and the focus groups confirmed that a well-produced, widely-disseminated graphic identity standards manual should be a basic component of this program. (As a side note: many participants in the focus groups had never seen a current manual.) However, very few members of the groups felt there was serious conflict between maintaining graphic control and allowing for a wide breadth of expression in bookstore merchandise and fashion items.

The following represents the proposed design criteria which will guide the development of the new identity system. There are two types of criteria, Image design criteria and Functional design criteria; both were informed by the key issues that surfaced in this study. These criteria are open to discussion and modification prior to the start of the design process.

Proposed
IMAGE DESIGN CRITERIA
USC Identity

1. Prominent Stature

Reflect the institution's stature as a major private, world class university with a great heritage (founded 1880)

2. High Quality

Help communicate the excellence of all aspects of USC. Align USC with its "aspirational peer group", that is the top AAU private universities. Reflect the institution's constant upward movement in academics and other areas.

3. Internationalization

The identity must be compatible with the University's global outreach

4. Responsive to Constituencies

USC is open and responsive to the needs and interest of many diverse publics. ~~The new identity should reflect this concern.~~ and confers prestige on those who become part of the University community.

Proposed
FUNCTIONAL DESIGN CRITERIA
USC Identity

1. Strong

Graphically strong, possessing sufficient visual impact to stand out from other graphic elements that often surround it

2. Flexible

Adaptable for use in a wide variety of applications and media, in large and small sizes, in full color and black and white, as a freestanding monogram (USC), and in combination with the University Seal or the Trojan Warrior Head.

3. Unique

Different from other monograms in the field of higher education

4. Enduring

Able to stand the test of time and retain an appropriate look and feeling for the foreseeable future. Not trendy, i.e. not related to current graphic styles that will date.

TRUSTEES/PUBLIC AFFAIRS

November 10, 1994

USC Trustees Focus Group: A Summary

During the focus group with members of the Board of Trustees, a number of issues were raised regarding the USC image in relation to its current identity system. Some issues, according to the Trustees, are immutable (i.e. USC's bad location): A new identity system can neither improve upon, nor detract from USC's close proximity to South Central Los Angeles. However, there are others issues which can be considered in developing a new identity.

1) Quality of Education

The Trustees firmly believe that USC offers an education, which infuses the student with a practical capacity for success in today's marketplace. The USC student is competitive with students from any of the top ten academic institutions in America. Yet, currently, only a portion of the university's professional schools and their students (i.e. Cinema) obtain the respect and praise which is by right theirs'.

Consequently, in the future, the Trustees feel that USC must present a more balanced picture: A picture in which each of its professional schools receives the credit it deserves. As for their undergraduate program, they feel it is in a transitional phase --moving from acceptable to exceptional.

Ideally, USC would like to project an image of academic stature --on a par with Columbia, Harvard, etc.. However, they insist on separating themselves from the aura of the Ivy League. The Trustees reasoning for this follows a particular mindset, in that they look to these other outstanding schools and say, "I want to be like you, but only in certain regards. If I have it my way, I will be more practical, more broad-based...more approachable than any Ivy League institution." Yet, this represents a contradiction in terms, since by definition, for USC to build its stature academically, it must become more selective, more rigorous and ultimately, less approachable.

How does this relate to design criteria? The key word appeared to be "balanced". The Trustees used this word repeatedly throughout the discussion. In practice, the word has a number of definitions depending upon the issue at hand. In terms of quality of education "balanced" means that USC offers an array of schools, each replete with quality programs and professors. In terms of university life, "balanced" represents the mix of academics with athletics. Therefore "balanced" is definitely a word which should be considered for the design criteria.

2) International/Diverse Student Population

In the past, USC was often considered a private institution for affluent WASPS. The Trustees feel that this image is utterly false, yet it still persists.

As a university, USC attracts the largest number of foreign students. The majority of the students

are Asian, with a minority being European. Additionally, USC draws from the ethnic base in America by offering financial aid, grants and scholarships. 62% of all students at USC are receiving some form of financial aid. So the image of a USC, built and supported by a white, wealthy student body, is false and in direct conflict with the long-term goals of the university.

These long-term goals foresee USC assuming a role as a hub between Asia and Europe. USC will be a university with a diverse racial mix, similar to that of Los Angeles and the world. In a broad sense, it will be a sociological microcosm, which will foreshadow the future cities and societies of the world.

This image, therefore, should also be reflected in the University identity.

Conclusions

These two categories --Quality Education and Internationalism-- were the main concerns of the Trustees. They would like these issues to be projected through the new identity system.

This identity system should be strictly controlled and uniform in nature. There should be no competition between an "academic" and "athletic" identity, as is currently the case. All aspects of the university should be embodied in one identity system. "USC" was much preferred over "SC"

STUDENTS

November 11, 1994

CONFIDENTIAL

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 405, Pg. No. 18

OPP 02174

USC Student Focus Group: A Summary

The Student Focus Group was largely successful in that many of the points, which were brought up by the Trustees, were expanded upon and given added weight.

The central concern of both groups was the idea of promoting an image of academic excellence at USC. Both groups, in large part, felt that USC was on the road to new levels of scholarship. In the case of the Student Group, the students didn't make any distinction between the undergraduate and graduate programs. Their comments reflected an overview of the entire University. However, both groups cited USC's Nobel Laureate as proof of the strength of their academic program.

The major outstanding difference between the two groups lay in their commitment to the standardization of the new identity system. Although they both agree that the new system should be strictly enforced, the Students saw no problem with a number of logos, as opposed to one uniform standard. Specifically, the students believe that a separate logo for the Athletic Department, which currently employs and interlocked "SC", poses no real threat. They feel that one identity does not necessarily detract from another. For the Students, two logos may coexist and serve the University equally well, as long as they are strictly controlled within their respective domains, according to given standards.

Ideally, an identity should be as constant in its application as possible. When one presents alternating monograms it has a tendency to cause confusion and is therefore detrimental to both identities. During this session, the case of Cal/Berkeley was raised as an example of a dual identity system. Many people generally do not connect the Athletic Department's "Cal", to the academic identity of "Berkeley". Yet Students defended their position and rejected this comparison.

In closing, the Students echoed much of the sentiment expressed by the Trustees. Similarities far outweighed any differences between the two group. More importantly however, the Students were able to refine many of the issues, which will be critical to the implementation of a successful identity system:

1) University Seal

The University Seal is the critical element in the identity system. In an effort to promote the image of academic excellence, the Students suggested that we give emphasize the Seal. Specifically, the Students would like the year "1880" to be given added weight.

2) Cardinal and Gold

The Students agree with the Trustees in that the colors must be policed in a more effective manner. A standardization of the two colors is needed.

3) The Trojan Warrior Head

For the Students, the Trojan Head represents tradition, athletics, spirit and the tight network and families of USC. The Students agree that the Trojan Head is an effective identity element, but they also suggested that it should not always be used. They feel that the Seal is more formal and consequently, there should be times when one or the other is employed.

4) Identity System Control

The Students felt that one Trojan head should be used instead of the three or more currently in use.

The Students brought up an interesting point regarding the current identity system. Presently, any student may design a t-shirt, logo, sweatshirt, etc., for any department. In the future, they suggest that there is a central control, somehow enforced through the bookstore.

Conclusions

The Student Group is something of a paradox. The overwhelming consensus among participants was that the new identity system must be strictly controlled, even at the expense of individual expression. USC Schools should not be allowed to use their individual graphic ikons in conjunction with the USC identity. Yet, by the same token, Students agreed that a dual system, comprised of the academic "USC" and an athletic "SC" is in no way contradictory to these ideas on control. In short, the Students envision a new identity system in which "USC" and "SC" serve as complimentary components.

ADMINISTRATIVE/STAFF

November 17, 1994

**USC Administration/Staff Focus Group
A Summary:**

Overview

The Administrative/Staff focus group participants expressed their apathy and discontent toward the current identity system. Not a single identity element was pleasing to the members of this group. The consensus was that the University Seal was completely nondescript: it in no way differentiated USC from rival universities across the country. As for the Trojan Head, this was viewed as purely an athletic commodity, having no real connection to any of the academic disciplines on campus --the Trojan Head, therefore, could never serve as a representation of the University as a whole. And, by far, the worst offender, was the USC monogram. Participants complained that the type style was dated; the monogram was too constrictive (something must be placed in the box at all times); and that it failed in promoting an image of academic strength. Overall the current identity system is viewed as a failure by the Administrative/Staff.

Suggestions

As for suggestions, the main body of usable data relates to question 10, in which participants were asked to create the message behind a 10 second, prime time TV ad for the University. Some responses were as follows:

"The largest and oldest private university of the West."

"A successful private institution built upon positive results."

"Traditional and visionary: USC is the spectrum."

The idea of a "private" institution seemed to elicit the greatest response from group participants. For them, this is a compelling issue for two reasons: 1) Private universities are considered to be better than public and 2) "Private" is a word which is rarely connected to USC; in large part, the University is considered to be a public university.

Common Issues

The Administration/Staff also addressed issues which have been common to all groups. The Staff reached a consensus that the USC monogram should be the standard. The competing "SC" should be disallowed. The new identity system should additionally allow for flexibility in the application of the colors --Cardinal and Gold. USC Staff should have the right to artistic license, yet, if there need be an absolute standard, the Administration suggested that the standard appear lighter than it is presently.

Conclusions

The Administrative/Staff suggests that the new identity should, in some way, promote the long and resplendent history of the University of Southern California. The fact that USC is a private institution which was originally established in 1880, is largely unknown, and the Administrative/Staff Group would like to see this changed. The University's perceived "stature", therefore, is of primary importance to the Administrative/Staff Group.

MAJOR DONORS

November 29, 1994

**USC Major Donors Focus Group
A Summary:**

Overview

The USC Major Donors group represents something of an anomaly, in that the majority of the participants reacted favorably to the current identity system. In large part, they felt the system and its elements were successful in providing a mutable image of USC, adaptable to formal and informal situations, depending upon the placement of the Trojan Head or University Seal within the logotype box. Comments on the system, in general, were positive:

"From an artistic and logo standpoint, I think that's (logotype) a very fine piece of art work."

"It (the logo) is a perfect tombstone ad for the LA or Wall Street Journal."

Control vs. Expression

Esthetic comments soon took on greater depth once the group was confronted with the issue of control. Questioning clarified that the overwhelming consensus among the Donors was to allow individual schools some creative license in the use of their own identities. Specifically, an individual school identity should be expressed in a secondary position to the primary USC identity. This is currently the practice at USC. Participants further justified this position by stating that the freedom given to each individual school will reflect the diverse nature and composition of the campus. Some comments were as follows:

"It (current system) also facilitates the schools on campus by allowing them to put their own logos into the box."

"You have a mechanism that overlays the USC logo, because you can establish the standard and give the individual entities the creativity they choose to employ on the inside (of the box)...I think it's perfect."

Participants were very flexible on the issue of control in respect to USC schools, yet when questioned on the use of "USC" vs. "SC", they were more rigid. 5 out of the 6 participants agreed that, if a choice need be made, "USC" should be adopted over "SC". The Donors felt that the "SC" is purely an athletic identity and therefore, not representative of the University as a whole. In addition, all participants agreed that they would rather see the entire university name spelled out in the new identity. They saw greater formality in this application and felt it would promote a stronger academic image of the University.

One final point was brought up for the first time during the Donors meeting. A participant asked whether "Trojans", which is used frequently now, will somehow be incorporated into the new

identity system. As it stands now, the "Trojan" identity is not even listed in the identity manual. However, in a private meeting with Don Mast, it was discovered that USC has the rights to the "Trojan" identity, and recently won a decision against "Trojan Brand Condoms" for its non-exclusive use. Consequently, the "Trojan" identity should be treated, if we are ever to make a new identity manual.

Conclusions

The Donors confronted the issue of control more than any other group. This group was clearly able to outline a hierarchy of prescriptions for the new identity system. As mentioned above, the choice for the new logotype would be "University of Southern California". This identity need not be exclusive, there is still room for the "USC" monogram. Yet, it should be included in the identity system, since the University currently doesn't have any guidelines for "University of Southern California".

DEANS

November 29, 1994

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 405, Pg. No. 27

CONFIDENTIAL

OPP 02183

**USC Deans Focus Group
A Summary:**

The USC Deans, across the board, disliked the current logotype. Many of them, when faced with selecting a business card style, opted to use the University Seal without the logotype, or a variation of the logotype (embossed) which was almost impossible to detect at first sight. They looked upon the current logotype as being "dated" and entirely too informal. They all preferred the University Seal, when it came to any type of official document or card.

For the Deans, the lack of "formality" in the design of the logotype is one of the major drawbacks of the current identity system. It does not provide them with an official image that reflects and communicates their position within the academic domain of USC.

Private vs. Public

The "U" dilemma is another factor in the equation of USC's academic image. To a large degree, the University is perceived to be a public school, due to the placement of the "U" at the head of the monogram. Whereas most private institutions are named after an individual, USC's monogram is more similar to that of a public school, such as UCLA or UNLV. And for the Deans, this is very important, since people commonly perceive "private" institutions as being better than public institutions. For example, private institutions are perceived to move more directly than public institutions; the quality of education is considered to be better; and the caliber of student is perceived as being above average. These points all relate to the overall marketing of the University and the recruitment of students.

Yet this dilemma is easier to identify than it is to solve.

Bolstering an Academic Image

The "U" dilemma, superficially, seems to be an easy problem to resolve. One would think that if you were to simply drop the "U", then you could move ahead and promote an image of a private, academic institution. However, due to the fact that the Athletic Department is already strongly connected to the "SC" logotype, this "quick fix" remedy must be dismissed. In light of this, the Deans would opt either to retain "USC" as a monogram, or better still, spell out the University's name in its entirety.

Another option which was suggested was the use of a motto. One Dean compared USC to NYU. NYU, which at one time suffered from the "U" dilemma, now employs a motto which denotes that it is a private institution.

The other Deans didn't respond or express any opinions on the use of a motto, even though the issue was brought up on two separate occasions. Therefore it cannot be determined if there is any support for a motto among the Deans.

However, in the Administrative/Staff meeting, someone had also suggested the use of a motto. So the idea is not completely without its supporters.

Conclusions

Our design criteria should include the idea of a private, scholarly institution, according to the Deans. Whether it is done with a motto or graphic element is open. However to arrive at a motto that will 1) be timeless and 2) be accepted by all constituencies is a task that may be difficult, if not impossible to achieve. It is also not within the scope of work for this identity project.

ALUMNI

November 30, 1994

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 405, Pg. No. 30

CONFIDENTIAL

OPP 02186

**USC Alumni Focus Group
A Summary:**

The USC Alumni reacted negatively to the current identity system. In large part, they all rallied behind one participant who succinctly stated, "Let's throw it out and start from scratch".

Myth vs. Reality

So with eyes looking toward a new system, the Alumni focussed their attention on the myths and stereotypes which cloud the USC identity. Many of the myths, which the Alumni feel are detrimental, are as follows:

- 1) USC is in a dangerous location (Watts, South Central)
- 2) USC is solely composed of white, upper class conservatives
- 3) USC is a football school*
- 4) USC is like an "Old Boys Club" (network of contacts)*
- 5) USC has only a few good professional schools
- 6) USC's undergraduate program is weak academically
- 7) USC is a public institution
- 8) USC is an island (no contact with adjoining communities)

If possible, the Alumni would like to dispel these myths and portray the "reality" of USC through the new identity system. The reality, according to the groups is as follows:

- 1) USC is in a safe location. Statistics rank USC's district as the second lowest in terms of crime in Los Angeles.
- 2) USC is diverse. With some 60% of their students receiving some form of financial aid, USC has created a racially diverse environment on campus. Additionally, USC has the largest number of foreign students of any University.
- 3) USC is an academic school. The Alumni cite their recent Nobel Laureate as proof of the University's academic excellence.
- 4) USC has a strong network of professional contacts.
- 5) USC has many excellent professional schools. Not only does USC have more professional schools than most institutions, its standards of quality are consistently high. Yet many in the public still see USC having only one or two strong professional schools (i.e. School of Cinema or Business).

- 6) The undergraduate program is strong academically. Undergraduate students receive a practical education from professors who actually have a large amount of experience in their respective fields.
- 7) USC is a private institution.
- 8) USC is involved with in its community. Students have a myriad of programs, whether it be hospital outreach programs or the Good Neighbor programs, which allow them to have contact with the surrounding community.

Alumni feel that this "reality" needs to be actively promoted. Whether all of the points can be tackled by a new identity system is another issue. The Alumni realize the limitations of an identity system, yet they feel that there should at least be an attempt to project some of the points listed above. Specifically, the Alumni know that the perception of their location, can never be changed solely through an identity system.

Conclusions

The issues of "high quality" education and the "private" nature of the institution should be considered as prime candidates for design criteria. They may be susceptible to being communicated by the new identity system.

* Perceptions which have both positive and negative attributes.

FACULTY

November 30, 1994

CONFIDENTIAL

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Applicant's
Ex. No. 405, Pg. No. 33


OPP 02189

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing APPLICANT'S NOTICE OF RELIANCE NO. 25 RELATING TO DOCUMENTS PRODUCED DURING DISCOVERY IN THIS ACTION AND ADMISSIBLE BY NOTICE OF RELIANCE PURSUANT TO STIPULATION BETWEEN ALL PARTIES is being placed in the United States mail, first class, postage prepaid, on March 10, 2006, addressed to the following:

Michael S. Adler, Esquire
Gibson, Dunn, & Crutcher, LLP
2029 Century Park East, Suite 4000
Los Angeles, CA 90067-3026

Attorneys for Opposer University of Southern California


Peggy Belbusti
Administrative Assistant

March 10, 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

University of Southern California)	Opposition No. 91125615
)	
Opposer,)	Serial No. 75/358,031
)	
vs.)	Mark: SC (Stylized)
)	
University of South Carolina,)	Filed: September 16, 1997
)	
Applicant.)	Published: May 18, 1999
)	

**APPLICANT'S NOTICE OF RELIANCE NO. 26 UNDER
37 C.F.R. § 2.120(j), TBMP §§ 704.09 RELATING TO
DISCOVERY DEPOSITION TESTIMONY**

[VERSION WITH CONFIDENTIAL PORTIONS REDACTED]

Pursuant to 37 C.F.R. § 2.120(j) and TBMP §§ 704.09, Applicant submits this Notice of Reliance on certain exhibits to the discovery deposition of Elizabeth A. Kennedy, the Rule 30(b)(6) designee for the University of Southern California ("Applicant" or "California")..

In accordance with 37 C.F.R. § 2.120(j) and TBMP § 704.09, a discovery deposition taken under Rule 30(b)(6) of the Federal Rules of Civil Procedure may be offered into evidence and may be made of record by filing, during the testimony period of the offering party, the deposition or any part thereof with any exhibit to the part that is filed, together with a notice of reliance

Attached as Exhibits 406 through 425, respectively, are true and correct copies of the following portions and/or exhibits from the discovery deposition of Elizabeth A. Kennedy:


Applicant's Exhibit No.	Description
406	Discovery deposition of Elizabeth A. Kennedy taken 08/18/2005 ("Depo. of Kennedy"), p. 29:19 – 25.
407	Depo. of Kennedy, pp. 41:15 – 42:8
408	Depo. of Kennedy, p. 54:6 – 15
409	Depo. of Kennedy, pp. 87:19 – 88:20
410	Depo. of Kennedy, pp. 95:15 – 98:9
411	Depo. of Kennedy, pp. 108:21 – 109:8
412	Depo. of Kennedy, p. 110:16 – 20
413	Depo. of Kennedy, p. 111:6 – 8
414	Depo. of Kennedy, pp. 125:4 – 126:21
415	Depo. of Kennedy, p. 129:4 – 17
416	Depo. of Kennedy, p. 133:6 – 17
417	Depo. of Kennedy, p. 135:5 – 22
418	Depo. of Kennedy, p.136:14 – 25
419	Depo. of Kennedy, p. 142:13 – 23
420	Depo. of Kennedy, pp. 163:19 – 164:16
421	Depo. of Kennedy, pp.166:15 – 168:3
422	Depo. of Kennedy, p. 179:6 – 23
423	Depo. of Kennedy, p. 187:16 – 21
424	Depo. of Kennedy, pp.198:12 – 199:3
425	Depo. of Kennedy, pp. 212:12 – 214:12

Accordingly, the requirements of 37 C.F.R. § 2.120(j) and TBMP 704.09 are satisfied.

[SPACE INTENTIONALLY LEFT BLANK]

Dated: March 10, 2006

NELSON MULLINS RILEY & SCARBOROUGH, L.L.P.

By: 
John C. McElwaine
Federal Bar No. 6710
Matthew D. Patterson
Federal Bar No. 7788
Liberty Building, Suite 600
151 Meeting Street
Post Office Box 1806 (29402)
Charleston, SC 29401
(843) 853-5200

Attorneys for University of South Carolina

CERTIFICATE OF MAILING

I certify that the foregoing document regarding Opposition No. 91125615 is being deposited with the United States Postal Service as Express Mail Post Office to Addressee, Express Mail Label No. EH771200211US, postage prepaid, in a box addressed to the Trademark Trial & Appeal Board, P.O. Box 1451, Alexandria, VA 22313-1451 on March 10, 2006.


Peggy S. Belbusti

REDACTED

Entire Exhibit No. 406

HIGHLY CONFIDENTIAL

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Entire Exhibit No. 407

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REDACTED

Entire Exhibit No. 408

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Entire Exhibit No. 416

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Entire Exhibit No. 423

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Entire Exhibit No. 424

HIGHLY CONFIDENTIAL

REDACTED

Entire Exhibit No. 425


HIGHLY CONFIDENTIAL

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing APPLICANT'S NOTICE OF RELIANCE NO. 26 UNDER 37 C.F.R. § 2.120(j), TBMP §§ 704.09 RELATING TO DISCOVERY DEPOSITION TESTIMONY [VERSION WITH CONFIDENTIAL PORTIONS REDACTED] is being placed in the United States mail, first class, postage prepaid, on March 10, 2006, addressed to the following:

Michael S. Adler, Esquire
Gibson, Dunn, & Crutcher, LLP
2029 Century Park East, Suite 4000
Los Angeles, CA 90067-3026

Attorneys for Opposer University of Southern California


Peggy Belkusti
Administrative Assistant

March 10, 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

University of Southern California)	Opposition No. 91125615
)	
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vs.)	Mark: SC (Stylized)
)	
University of South Carolina,)	Filed: September 16, 1997
)	
Applicant.)	Published: May 18, 1999
)	

**APPLICANT'S NOTICE OF RELIANCE NO. 27 UNDER
37 C.F.R. § 2.120(j), TBMP §§ 704.09 RELATING TO
DISCOVERY DEPOSITION TESTIMONY**

[VERSION WITH CONFIDENTIAL PORTIONS REDACTED]

Pursuant to 37 C.F.R. § 2.120(j) and TBMP §§ 704.09, Applicant submits this Notice of Reliance for certain portions of the discovery deposition of Daniel R. Stimmler, Vice President of the University of Southern California.

In accordance with 37 C.F.R. § 2.120(j) and TBMP § 704.09, a discovery deposition may be offered into evidence and may be made of record by filing, during the testimony period of the offering party, the deposition or any part thereof with any exhibit to the part that is filed, together with a notice of reliance. Mr. Stimmler testified that he is an officer of the Opposer, namely, a vice president of the University of Southern California.

Attached as Exhibits 426 through 443, respectively, are true and correct copies of the following portions and/or exhibits from the discovery depositions of Daniel R. Stimmler:


Applicant's Exhibit No.	Description
426	Discovery deposition of Daniel R. Stimmler taken 08/17/2005 ("Depo. of Stimmler"), pp. 6:1 – 10:6.
427	Depo. of Stimmler, pp. 24:24 – 27:10, including Ex. 2 to the Depo. of Stimmler.
428	Depo. of Stimmler, pp. 33:13 – 15
429	Depo. of Stimmler, pp. 34:18 – -36:4
430	Depo. of Stimmler, p. 38:19 – 21
431	Depo. of Stimmler, pp. 50:16 – 51:15
432	Depo. of Stimmler, pp. 52:14 – 54:9
433	Depo. of Stimmler, pp. 54:21 – 55:22, including Ex. 3 to the Depo. of Stimmler
434	Depo. of Stimmler, pp. 66:20 – 25
435	Depo. of Stimmler, pp. 69:17 – 71:5, including Ex. 5 to the Depo. of Stimmler
436	Depo. of Stimmler, p. 75:8 – 13
437	Depo. of Stimmler, pp. 77:19 – 78:13
438	Depo. of Stimmler, pp. 87:11 – 14
439	Depo. of Stimmler, p. 89:19 – 22
440	Depo. of Stimmler, pp. 94:2 – 96:5
441	Depo. of Stimmler, p. 98:4 – 6, including Exs. 9 and 10 to the Depo. of Stimmler
442	Depo. of Stimmler, p. 98:21 – 24
443	Depo. of Stimmler, p. 99:2 – 15

Accordingly, the requirements of 37 C.F.R. § 2.120(j) and TBMP 704.09 are satisfied.

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Dated: March 10, 2006

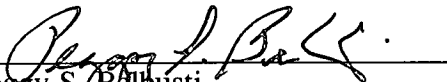
NELSON MULLINS RILEY & SCARBOROUGH, L.L.P.

By: 
John C. McElwaine
Federal Bar No. 6710
Matthew D. Patterson
Federal Bar No. 7788
Liberty Building, Suite 600
151 Meeting Street
Post Office Box 1806 (29402)
Charleston, SC 29401
(843) 853-5200

Attorneys for University of South Carolina

CERTIFICATE OF MAILING

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Peggy S. Balbusti

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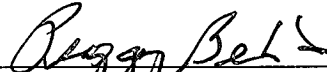
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CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing APPLICANT'S NOTICE OF RELIANCE NO. 27 UNDER 37 C.F.R. § 2.120(j), TBMP §§ 704.09 RELATING TO DISCOVERY DEPOSITION TESTIMONY [VERSION WITH CONFIDENTIAL PORTIONS REDACTED] is being placed in the United States mail, first class, postage prepaid, on March 10, 2006, addressed to the following:

Michael S. Adler, Esquire
Gibson, Dunn, & Crutcher, LLP
2029 Century Park East, Suite 4000
Los Angeles, CA 90067-3026

Attorneys for Opposer University of Southern California



Peggy Belbusti
Administrative Assistant

March 10, 2006